

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, MARCH 12, 1890.

NO. 22.

**"All may do what has by man  
been done."**

Others have made money by Newspaper Advertising why can't you? You can if you have anything for sale that has *real merit* and *is wanted*.

Advertising *will not* make permanent sale for a fraudulent thing, nor will it sell a thing that nobody wants. On the other hand it *always* pays to wisely advertise a good thing if it meets a popular want, but in order to be profitable the advertisement must *attract* the attention of those who will become buyers, *convince* them of its merit and *interest* them in it's purchase.

*Therefore*, the wording and display of the advertisement, and the proper selection of newspapers are of *vital* importance. To secure these, experience and good judgment are necessary. We will be glad to assist you in the matter.

Yours truly,

N. W. AYER & SON,  
*Newspaper Advertising Agents,*

*Times Building.*

*PHILADELPHIA.*

# THE LADIES' HOME JOURNAL

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It has the largest actual paid circulation of any magazine in the world.

It had on its books, at last count, **422,356** paid annual subscribers, with a subsequent daily increase.

It prints and sells, each month, **500,000** copies.

It goes, monthly, into **35,000** post-offices throughout the United States and Canadian provinces.

It has regular paid subscribers in 46 of the 60 countries of the civilized world.

It has a subscriber in almost every English-speaking nation of the globe.

It requires 8 large cylinder presses, running an entire month to print a single edition.

It has over **5,000** employees, agents and subscription canvassers in its employ.

It has a working home staff of **80** writers and **14** editors, besides artists and engravers.

Its subscription price is **One Dollar** a year, or **10 cents** a single copy.

Its advertising rate is **\$2.00** per agate line each insertion.

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**CURTIS PUBLISHING COMPANY,**  
Philadelphia, Pa.

# PRINTERS' INK.

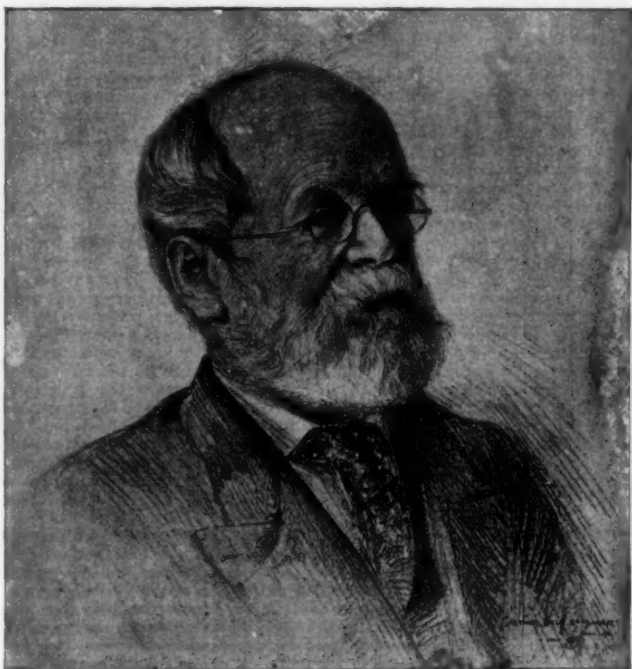
A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, MARCH 12, 1890.

No 22.



Reduced from "Harper's Weekly."

GEORGE JONES,

Editor and Publisher of the New York Times.

GEORGE JONES, OF THE  
"TIMES."

George Jones, the proprietor of the New York *Times*, now in his seventy-seventh year, comes daily to his office in the Times Building, and spends three or four hours personally superintending the interests of his property. Mr. Jones is one of the oldest newspaper proprietors in this country, and his connection of nearly forty years with the New York *Times*, a period that covers the entire existence of that paper, has stored his memory with countless interesting reminiscences of men who have been leaders in the public life of their times. Mr. Jones was born in the little village of Poultney, Vt., where his father had settled on coming to America from Wales. It was in this village that Mr. Jones first met Horace Greeley, and where as boys they formed a mutual friendship, which lasted for nearly half a century. At that time the two lads were in the employ of the same man, Amos Bliss, who owned a general country store and a country newspaper, the Vermont *Speculator*. Mr. Jones was employed as clerk and errand boy in the former, and Greeley was a printer's apprentice in the composing room of the latter. Mr. Jones vividly remembers one incident of this early period of his acquaintance with Greeley. The father of Mr. Jones was a strict Baptist, and one of his inexorable commands was that his children should attend church on Sunday. One fine Sunday, Greeley, who was some years the senior of George Jones, persuaded the latter to go over the hills with him on what he called a "loafing expedition." When young Jones returned home he was confronted by his father, who asked why he had not attended church.

"I have been over the hills with Greeley, studying nature," replied the boy.

"Indeed!" exclaimed the father; "well, then, come into the wood shed and we will have another lesson in the study of nature." This lesson was administered with unsparing severity, and the truant found it vastly different from and not nearly so pleasant as that which he had studied with Horace Greeley. Mr. Jones' father and mother died when he was thirteen years of age, and he was thrown on his own resources. He worked at whatever promised an honorable livelihood, and finally,

in 1833, he came to New York, where he encountered again the friend of his early youth, Horace Greeley. Greeley had meantime been drifting here and there, earning a living as a printer. The first job that he got in New York City, as he told his friend Jones, was to set a miniature Bible in pearl type, for which he received six dollars per week.

When Greeley started the *Tribune* he invited Mr. Jones to go into partnership with him, but the latter declined, because he did not like Greeley's business methods. Mr. Jones finally removed to Albany, where he purchased a news agency. This prospered to such an extent that he branched out into the banking business. Subsequently he gave this up and negotiations were entered into with Henry J. Raymond for the establishment of a New York daily newspaper. Mr. Jones had seen his old friend Horace Greeley start the *Tribune* with but little more capital than \$1,000, borrowed from Dudley Gregory, and he was not averse to trying the field of journalism, in which he had already had some practical experience. A partnership was finally formed between these gentlemen and Mr. Edward B. Wesley, and on September 18, 1851, the first number of the New York *Times* was issued. It was a four-page paper, and the price was fixed at one cent per copy. In the first year the circulation reached 26,000, but the expenditures were greater than the receipts. In the second year of the *Times'* existence the price was raised to two cents, and the circulation dropped to 18,000; but before the second year ended it had crawled back to 26,000, and the future of the paper was assured. Mr. Jones recalls an estimate made by Mr. Raymond before the paper was started as to the probable cost of running the *Times* for six months. The sum total was between \$11,000 and \$12,000, and among the items the cost of the Washington correspondence was placed at \$10 per week, and the allowance for the entire foreign correspondence was \$500 per year. In 1860 Mr. Wesley retired from the partnership of Raymond, Jones & Co., and Messrs. Raymond and Jones subsequently had control of the paper until Mr. Raymond's death in 1869.

At the time Mr. Raymond died, Mr. Jones was ill in bed. Horace Greeley called on the sick man and asked him what he proposed to do with the *Times*

now that Mr. Raymond was dead. Mr. Jones replied that he proposed to continue the publication of his paper. Mr. Greeley intimated that he was in a position to purchase the *Times*, but Mr. Jones cut him short by saying:

"I shall never sell the *Times* as long as I am on the top of the ground, and I don't want to hear anything more about it."—*Harper's Weekly*.

#### VARIABLE RATES.

In the matter of prices for advertising space, newspapers are in classes. There are those who have a fixed schedule of charges, from which they do not deviate. There are others who have schedule rates from which they will not vary much, unless the order is specially desirable, either on account of its amount, character or the influence it will perhaps exert on other advertisers. A third class is composed of newspapers which take advertising, as a rule, on the best terms they can get.

The following are actual communications which have been received from honest, straightforward publishers of newspapers belonging to the last-mentioned class:

"It is impossible for me to forward you a schedule of rates of advertising, as I have none."

"I find that I have to make a separate contract with every advertiser, and a schedule is rather a hindrance than a benefit."

"We cannot name an arbitrary rate, for prices must bend to exigencies. Sometimes our columns are full—again we are hungry."

"The reason we ask you \$10 for your last advertisement, and run the other for \$5, is because when we took the first we were in need of 'advertisements,' while now we have all we care for."

"Sometimes it pays to run dead advertisements, and at other times live ones are an objection. I have not found it possible to be governed by cast-iron rates."

The great newspapers, those best established and most prosperous, are largely of the first class. For a small advertisement for a week these papers are generally very cheap—considering circulation and influence. They have so much short-time advertising, which goes in at full rates, that they have little space to spare at a reduced price, and consequently hold out small inducement to advertisers to make yearly contracts. The number of newspapers of this class is small.

When a publisher who has variable rates of charge finds that he has much less advertising than he thinks his

paper should carry, he is not likely to refuse even a low offer for a desirable advertisement. The publisher of a country weekly, who asks \$100 per annum for a column, having a couple of columns to spare, will be likely to sell one at a low rate to a responsible purchaser—possibly as little as \$20 would be accepted; but, after the contract is closed, if another advertiser applies for a column, he will be likely to have to pay a higher rate; and if two or three come along the paper becomes crowded, and the last applicant may be refused a column, even at \$100, on the ground that space must be reserved for transient customers.

So also a paper which has promised positions to two or three advertisers ceases to have desirable positions to offer, and demands a high price from a new applicant, while a neighboring journal, which may be better or quite as good, not happening to have made any such contract, is entirely free, and may grant the place asked without an increased charge.

So many things influence the price of an advertisement in the large class of newspapers which have a sliding scale of charge, that for an advertising agent to promise an advertiser in advance exactly what he will do, he must charge enough to cover contingencies. Advertising has often been procured for \$20 which could not have been promised for \$50.

Thoughtful advertisers perceive that it is sometimes a cheaper and better way to send along an order and leave the price to be arranged afterwards, instead of tying the agent's hands by asking to be told beforehand exactly what is to be done.

If all newspapers were in the inviolable practice of requiring and receiving a uniform rate of compensation for a specified amount of advertising, then advertisers would find smaller occasion to avail themselves of the services of the advertising bureau.

SOME newspapers are the children of chance. They come into the world not because there is need of them or room for them but because their projectors find no niche carved for themselves among the world's workers, and turn to journalism as a *dernier resort*. Some newspapers are the children of political hate and rancor. They are thrown upon the community simply because politicians have enemies to punish and friends to reward. A few newspapers are the children of business opportunity. They find a field and a patronage ready to nurse them to a healthy maturity.—*Ontario Times*.

## ADVERTISING MAXIMS.

A man that has for trade no eyes  
Will ne'er begin to advertise.

A merchant dull gives vent to sighs,  
And being dull won't advertise.

How can a man to fortune rise  
If he refuse to advertise?

He who is poor for fortune tries,  
'Twill be great help to advertise.

The sluggard long in slumber lies  
Awake! Awake!! and advertise.

The man of sense is truly wise  
And knows enough to advertise.

He, in the distance, gain describes,  
And swift begins to advertise.

And lo! Bankruptcy swiftly flies,  
He will forever advertise.

What house its work successful plies?  
Ah! 'tis the firm who advertise.

—*Montreal Witness.*

## CIRCULATION OF NEWSPAPERS BY MAIL.

When the publisher of a newspaper or magazine has answered, to the satisfaction of the local postmaster, all the multifarious questions contained in the printed form, the postmaster examines a copy of the publication itself. If not satisfied, his doubts may possibly be removed by additional explanations or proofs. Whenever and however convinced of the genuineness of the publication, he issues a temporary permit for mailing at the pound rate, and forwards the application, specimen copy, and all other papers in the case to the Third Assistant Postmaster-General. If in doubt, he requires a deposit sufficient to cover ounce rates before issuing the permit. If satisfied that the publication is not a bona fide newspaper or magazine, he refuses entry and leaves the publishers to appeal to the Post-Office Department if they choose.

Where an appeal is taken, or when the local postmaster is in such doubt as to require a deposit, the appeal or application should be well presented, well supported, and well argued before the Department. The officials at Washington are less likely than the local officials to take a favorable view of a case, and they are naturally disposed to follow the views and opinions of the postmaster when his report is unfavorable. Aside from this, the habitual tendency of the official mind is to be narrow, formal, cautious and distrustful, and as mistakes that count on

the side of the Government are regarded as proofs of merit, it is easy to see how that applicant is overweighted who does not take proper measures to guard against the ingrained bias of officialism. Furthermore, the greater part of the business of administration is performed by subordinates, whose abilities—which are sometimes very considerable within a limited sphere—have been developed under a system of routine which unfits and indisposes them to deal broadly and courageously with exceptional circumstances. It is also to be said that attempts to get the better of the Government are among the commonest experiences of those to whom its interests are committed; so that, at the best, it is a difficult work to distinguish between the sheep and the wolves who dress in sheep's clothing.

For all of these reasons, the exercise of skill, industry and diligence in the prosecution of an appeal, or a suspected application, before the Third Assistant Postmaster-General, cannot be too strongly commended. Upon the final rejection of an application for registration that the applicant is satisfied ought to have been allowed, the only recourse is to sue for a writ of mandamus against the postmaster. It is doubtful if the people of the United States will ever properly appreciate the value to their liberties and rights of the courts of the country, until the autocratic tendency of the legislative and executive branches shall so restrict the powers of the judiciary as to awaken popular alarm and resentment.

After a publication has been admitted to entry at the pound rate, the entry may be revoked on discovery of falsity in the evidence, or for changes in the character of the publication. The inspections or investigations of the postmaster, or the suggestions of business rivals, or even an anonymous communication, may lead to a reopening of the case. However the reconsideration may be brought about, it is conducted with great rigor and thoroughness. It must be admitted, in behalf of the Department, that the desire to obtain the advantage of the pound rate for the circulation of disguised advertisements is so incessant that the officials are kept forever busy in detecting and defeating attempts that are unjust both to the Government and to honest advertisers.

Newspapers and magazines circu-

lated by mail at the pound rate must be mailed at the nearest post-office, properly dried, folded, wrapped and addressed. The postage must be paid in cash. Supplements must be genuinely such; their contents must be appropriate to the publication, and they must accompany the issues to which they purport to belong. Extra editions, when bona fide, are allowable. Back numbers, if unbound, and addressed to regular subscribers, are admissible. All advertisements must be permanently attached to the principal issue or the supplement.

The rule as to mailing sample copies at the pound rate is both reasonable and liberal. Where the genuine character of the publication is beyond question, the authorities practically do not care how many sample copies are mailed, provided they are plainly marked as such, are exactly like the regular edition, and have no other purpose than to induce subscriptions or advertisements. But in cases of doubt, the mailing of sample copies is brought under scrutiny and restriction. A proportion may be enforced between the subscription and sample edition, and the publishers may be required to disclose how they obtain the names and addresses of persons to whom sample copies are sent.

The privilege of the pound rate is limited to publishers and news agents. A newsboy receiving or distributing his supply by mail is recognized as a news agent, and so is the publisher of a registered publication who purchases for his subscribers a portion of an edition of another registered publication, in order that he may supply both publications at a combined rate. But news agents cannot return unsold copies at the pound rate, for the object and purpose of the law are to disseminate intelligence among the people, and not to furnish practically free transportation for a particular kind of commodity.

As already intimated, the greatest scope and freedom are accorded to an unquestionably genuine newspaper or magazine under the pound rate system, and an opposite policy is pursued towards a publication whose character and surroundings lay it open to the suspicion of being as much of an advertising sheet, in the guise of a periodical, as its publishers dare to make it without actually overstepping the lawful boundary.

C. F. B.

### THREE BAD BARGAINS.

A man in Illinois has lately sold to a lot of Western newspapers about \$3,000 worth of something that did not cost him much, and which the newspapers have bought, agreeing to pay the price in advertising space. The seller now wants to realize upon his investment, and makes the following offer:

DEAR SIRS—Having lately made a deal with about 800 weekly newspapers in Ohio, Indiana, Illinois, Iowa, Wisconsin and Michigan for nearly \$3,000 worth of advertising, I wish to make a proposition to you for the sale of it. The contracts are for advertising at the rate of forty cents per inch per month per thousand circulation. Circulation to be according to rating in Ayer's Newspaper Annual for 1889. I will sell this advertising for forty cents on the dollar, and attend to all the correspondence myself, only asking you to furnish electrotypes to the publishers for whatever advertising you may wish to run. The advertising is to be done within the next twelve months. No payment will be required until copies of every paper have been furnished you, showing the advertisement to have been inserted according to contract. The rate mentioned above is the one customers are usually allowed by all the leading advertising agents. This will make it a good bargain, since, taking out the agent's commission of twenty-five per cent., there is still a margin of thirty-five per cent. profit. If you care to consider the matter I will send you a list of all the papers, showing the amount of the advertising due me in each one; also the circulation of the papers, according to Ayer's Newspaper Annual for 1889. A large majority of the contracts are for \$2.50, some are for \$5, and about fifty are for from \$20 to \$25. I hope you may decide to consider this proposition. I certainly think it a good one for some advertising agent to take hold of. Trusting that I may hear from you soon and favorably, I remain,

Yours respectfully,

[SIGNATURE.]

In connection with above proposition, these questions suggest themselves:

Do the newspapers do well in entering into such obligations?

Will the man who now owns the claims against the publishers ever realize enough out of them to pay him for the bother he has had and will have, and encourage him to repeat the transaction at some future time?

If he succeeds in selling this space to an advertiser, will that advertiser ever be willing to make another similar purchase, after having gathered in the experiences which will go with this transaction?

USING display type increases the length of an advertisement, and in this the paper gets an advantage.—Herbert Booth King & Brother.



### ADVERTISING BY TELE- GRAPH.

The advertiser who can secure a position for his announcement in the reading-matter columns of a newspaper is always happy, and if he can cause it to have a place under the heading of telegraphic news, then his happiness is almost ecstatic. It is a common enough practice for an advertising agency to communicate with a number of newspapers, informing them that on such and such a date a notice will be forwarded which is to be inserted under the head of telegraphic news and paid for at the usual price charged for reading notices.

So attractive is this idea that men connected with various news associations make a specialty of doing work of this sort, and some of them do it very well indeed. The following communication shows the plan of procedure:

C. G. FERGUSON,  
TELEGRAPHIC NEWS MATTER,  
NEW YORK, Feb. 18, 1890. }

Seth E. Thomas, Thomaston, Conn.:

I make a specialty of forwarding by wire to the leading papers in any part of the country contradictions, announcements or descriptions relating to new inventions or improvements, etc. These reports, though intended to act as advertising, appear as *news specials* in the news columns. The enclosed makes good matter, and I shall be pleased to quote you figures for same. C. G. FERGUSON.

[Heading.]

NEW YORK, Feb. —. (Special).—The U. S. Navy, desiring to buy some moderate-priced watches, invited the leading American manufacturers to send watches for trial and rating at the Naval Observatory. It is now officially announced that a Seth Thomas watch stood first in the trial. One hundred and thirty-eight watches of different makes competed.

The writer of the above letter is connected with a company which undertakes to forward advertisements by wire to leading papers in any part of the country, and have them inserted in the news columns as news "specials" at an average rate of \$1 per line, agate measure. Some papers charge more than \$1 per line; for example, the Philadelphia *Item's* rates are \$1.50, which, with the cost of telegraphing and other incidental expenses, makes a total of about \$1.75 per line. On the contrary, in many papers the cost is proportionately less, thus striking a fair average at \$1. The company claim that they have special arrangements with the Western Union Telegraph Company for the transmission

of their matter, so that an article handed in before 3 o'clock in the afternoon would appear in all the morning papers on the following day, with possibly a few exceptions. In these latter cases the "special" would be inserted the next day. For this service the papers allow the agent a commission of ten or fifteen per cent. Included in the list of newspapers in which the company would guarantee the insertion of advertisements on the terms specified are nearly all the best dailies in the large cities, such as the St. Louis *Republic* and *Globe-Democrat*, Boston *Globe*, *Post* and *Traveler*, Denver *Republican*, Omaha *Bee*, Chicago *Times*, *Herald* and *Inter-Ocean*, Cincinnati *Enquirer* and *Commercial*, etc. In the cases of some of the largest papers, such as the Boston *Herald*, insertion could not be positively guaranteed, as it depends upon the character of the matter and the whim of the editor.

There are other concerns engaged in placing this class of advertising besides the one already referred to. Probably the pioneer in the line is Charles A. O'Rourke, who is the manager of the New York City Press Association and the local office of the Associated Press. By running the advertising business in connection with these it is made comparatively simple. The advertiser is given a list of about 200 papers in the largest cities of the country from which to make his selection. The general character and standing of these papers may be learned from the list of New York dailies given—*World*, *Times*, *Tribune*, *Journal*, *Star*, *Journal of Commerce*, *Mail and Express*, *Daily News* and *N. Y. Zeitung*.

The patrons of this service include the Unexcelled Fireworks Company, Starin's Transportation Company, Brighton Beach Racing Association, Travelers' Insurance Company and other concerns of similar character.

In a pamphlet issued by Mr. O'Rourke, it is stated that his advertising department was established in 1884, and that it does a class of business "which has not been handled by any of the great and widely-known advertising agencies." Of course, there is no reason why the advertising agencies should not do this line of work whenever it appears to be worth while. As an example of what sort of advertisements the big newspapers



print as "pure reading matter," the following paragraph is reproduced from the regular news columns of the Philadelphia *Call* of February 15:

LARGE OFFER BY AN ENGLISH SYNDICATE.

*Special dispatch to the Call:*

NEW YORK, February 15.—Kiernan's Financial News Agency says: The American Export and Trading Co. has received an offer from an English syndicate of one million dollars cash for one of their Mexican concessions.

General Manager Goff, of the Export and Trading Co., who has just been appointed one of the Commissioners to represent the Mexican Government here, in commercial matters, says: "Three millions is the company's price for the concession named, and he believes it will command a much larger sum before the end of the year."

### SELLING ADVERTISING SPACE.

The price at which the *average* newspaper publisher will contract for an advertisement, to be inserted by the year, is influenced by a number of considerations. Among the questions which he may ask himself are these:

How much will the advertiser pay?

If I accept the order at the price offered, am I sure to get my money?

How much does the advertising amount to at my schedule rates?

Is it probable that the advertiser considers himself obliged to use my paper?

Are my columns so full that I shall not specially regret it if I fail to secure this order?

Is it a case where, if I do not accept the offer made I shall get nothing, and if I do accept, all that I do receive will be so much clear gain, because I have space to spare which nobody else seems to want at this time?

Nothing is more quickly affected by stagnation in business than space in the advertising columns of most newspapers. It is unlike other kinds of merchandise. The grocer who owns a barrel of sugar will have it in stock to-morrow if he does not sell it to-day; and although the price of sugar may decline it will still be worth something; and there is a possibility that the price may advance. But with a publisher who has a column of space to dispose of the case is different. His newspaper goes to press to-day! If he does not sell his space it is lost, and worse than lost, so far as immediate income is concerned: for if an advertiser does not pay for an advertisement to fill the void, reading matter must be set up

for the purpose, and the printer must be paid for the typesetting. Consequently, in the majority of newspapers, except for the local patronage, which is compelled to come from the necessities of the case, the price of advertising depends largely upon the question, "How much can we get?" This reasoning is not in use in the one hundred great newspaper offices, but is constantly used in the ten thousand less successful establishments, and must always so continue from the nature of the case.

Publishers become expert, and can tell better than would be imagined how much an advertiser will pay. The vender of a patent medicine who has sold his goods to a village druggist on a promise to advertise a year in the village paper, will find the price of that advertising held with greater firmness if the village editor happens to have heard of the transaction.

### A BITTER CRITIC.

Col. J. Armoyn Knox announces in a late issue of the *Journalist* that he "would not give twenty-five per cent. or any other per cent. more for special position than I would give for ordinary space, placed anywhere that the publisher might designate. If a man has not brains enough to write and display his advertisement so as to attract attention, and cause every reader of the paper to see it, he should not be an advertiser. He should drive a street-car mule, run a milk cart, or edit the *New York Mail and Express*. The first requisite of a good advertisement is that it should attract attention. If you cannot write your advertisement so that it will cause a reader of the publication in which it appears to pause and peruse it, you cannot hope that the same advertisement, by being placed next to an editorial or on the front page, or elsewhere, will cause it to be read."

As Colonel Knox concludes his article by saying that he is "busy concocting an advertisement for Bonner's *Ledger*," it is to be inferred that the modest publisher of *Texas Siftings* has the requisite brains, which are supposed to be lacking in the case of the less talented advertiser who pays for a preferred position.

### PHILOSOPHIC NEWS REPORTING.—

The causes of events always excite me more than the events themselves.—*Cicero*.

## CROWDING DISPLAY.

The accompanying advertisement is commended to the readers of PRINTERS' INK for their careful consideration. It is of a kind frequently met

with in certain papers, and its peculiar appearance is due probably more to the whim of the compositor than to any special order from the advertiser. The advertisement in question is put out by a drug store and appears in the columns of a Boston daily. It has its good points as well as its defects, the principal objection being the crowding of the display lines. This gives it an unattractive appearance and renders it difficult to read. The fault should be remedied either by taking more space or reducing the amount of display. An advertiser should not consider that his responsibility in making his advertisement effective rests with the preparation of the copy. The typographical setting needs equal care and oversight.

## SPECIAL REDUCED PRICES AT 52 BROMFIELD STREET.

A Good Family SYRINGE, worth 35c., all the necessary pipes, 22c.  
 RUSSIAN ARSENIC WAFERS, safest and best. \$1.00 box, 60c.  
 WILLIAM'S DENTIFRICE, a 25c. bottle of good tooth powder, 8c.  
 MENTHOL PENCILS of superior quality, worth 25c., only 16c.  
 LONG BARS of CASTILE SOAP, the best soap imported, 14c.  
 ROBINSON'S Brown Windsor Soap, a delightful soap to use, 4 for 25c.  
 ATKINSON'S VIOLET POWDER, in regular 25c. papers, 15c.  
 BONNEL'S (French) PERFUMES, in 4-oz. bottles, worth \$1.50, 90c.  
 WYETH'S BEEF, WINE & IRON, regular \$1 bottles, 67c.  
 JAPANESE Fumigating Pastilles, in large packages, worth 25c., 9c.  
 LACTOPEPTINE, direct from the manufacturer, \$1 bottles, 67c.  
 PARKE, DAVIS & CO.'S Glycerine Suppositories, 50c. bottles, 35c.  
 FLOATING ROSE SOAP, in boxes of 12 cakes, 25c.  
 WARNER'S Broma Soda, regular \$1 bottles (Great for headache), 72c.  
 REED & CARRICK'S FOOD, \$1 tins, fresh always, 70c.  
 GOOD SERVICEABLE HAND SCRUBBING BRUSHES, only 5c.  
 A FINE ATOMIZER FOR PERFUME, for the Throat or Nose, 50c.

EVERYTHING KEPT IN A  
DRUG STORE AT THE  
LOWEST PRICES.

OPEN EVENINGS.  
C.E. WOODWARD & CO.,  
52 BROMFIELD ST.,  
VERY NEAR TREMONT.

### WHO ARE THE ADVERTISING AGENTS?

In every city there have lately sprung up about a dozen one-horse agencies, and between them, with so much competition, they have cut down rates until they are only in a position to offer about one-fourth what advertising is worth. \* \* \* The old reliable agencies are the only ones that have ever offered us decent rates.—*Whitby (Ont.) Chronicle*.

The theory of the advertising agency is that the publishers allow the agents a commission for various services, among the most important of which is that the agents shall guarantee the payment. This condition is generally lost sight of by publishers of those newspapers that always have space to spare which is going to waste, and, as a consequence, in offices of that sort everybody is recognized as an advertising agent who pretends to be one. If the publisher knows that the (assumed to be) agent is not good, he hopes that the advertiser will pay, and that, although the agent may not be actually responsible, he may still prove to be honest.

There has been no time in forty years when there has not been in the city of New York some advertising agent doing a general business, and sending out about as much advertising as any of the well-established agencies do, for which there was little likelihood that the newspapers would ever be paid. Some advertisers like to deal with agencies of this class. They seem to have a special fascination for the publishers of new newspapers and of those older ones which are getting to be more or less in that condition which is described as down at the heel.

The well-established and responsible advertising agents are known to all. They are few in number; but almost every publisher has a large list of persons to whom he allows the agent's commission for reasons of his own. Not long ago the American Newspaper Publishers' Association compiled a list of agents that have a standing with its members, and allowed the same to be made public; but of late they are said to have added largely to the list, and they do not now allow it to be known to outsiders who are and who are not entitled to a place upon it.

#### SUGGESTIONS FOR A POLITICAL ECONOMIST.

Of all parts of the business of an editor and publisher, the advertising is the most disagreeable. Every contract is a wrangle about rates, length or position. Is there any remedy for this state of things?

I suggest that some political economist, who has the time, write an essay on the proper price of advertising. There are two ways in which prices are fixed. The "market price," of staples is fixed by "cost" which includes wages, interest and profits. The price of monopolies (patent articles, railroad fares and telegraph charges) is determined by what the traffic will bear. Both these elements enter into the price of newspaper advertising. All newspapers have a monopoly as far as some readers are concerned, and no monopoly as regards others. This is one reason why the local press has the advantage over the general papers. More advertisers wish to reach the local public, and they can only do it cheaply through the local press. Some papers have greatly the advantage over others; as (*e. g.*) *PRINTER'S INK* to those who wish to reach advertisers and newspapers. The publisher-economist who can state the fundamental principles which should control the price of newspaper advertising would do a good work.

Another suggestion: Why should not the post-office department publish from time to time the actual number of copies each paper sends through the mails? This would not be an intermeddling in private business, but the statement of public business done by the Government, which the people have a right to know.

JAMES B. CONVERSE.

#### "OBJECTIONABLE" ADVERTISEMENTS.

It is not necessary to define the peculiar class of advertising to which the term "objectionable" is commonly applied. These advertisements are to be found in many good and widely-circulating mediums, notwithstanding that publishers generally disapprove of them. A New York publication, *City and Country*, in a recent editorial, protests against the admission of this class of matter to newspaper columns, and says that the influence of advertisements is not to be lightly valued.

There is, after all, little to be said in relation to these so-called objectionable advertisements. As was well said at the late convention of the American Newspaper Publishers' Association, the matter must be necessarily left to the individual judgment and moral responsibility of the publisher.

The Government, through its post-office department or any of its other branches, cannot adequately cope with the business which is being done through "objectionable" advertisements. Neither can editors' or publishers' organizations pass resolutions against the publication of these advertisements, with any hope of crushing them out. So long as the quack doctor stands with a crisp bank-note in his hand, he will not find it difficult to exchange it for advertising space.

As with any other movement, a public sentiment must be created before any great result can be accomplished. If the public finds these advertisements offensive it will refuse to patronize the papers that publish them.

*City and Country*, however, is right in asserting that the influence of the advertising columns is not to be lightly valued.

AN advertisement for a wife in a Colorado paper brought such a heavy mail to the advertiser, Mr. Paul White, a prosperous ranchman at Rocky Ford, Col., that he had to convey it from the post-office to his ranch in barrels in his farm wagon. For a month he has spent his evenings perusing his correspondence, and he has not yet made a choice. —*New York Weekly*.

THE man who has solicited, written and set up advertising which he has agreed to take out in trade, and then has been so busy getting business for cash to pay for paper and ink that he has not had time to get around and trade before the advertiser failed, knows how to work up business and how to keep it after he gets it when he reaches the city. —*James W. Scott*.

## CLAIMING THE LARGEST CIRCULATION.

JOSEPH BICKART,  
WATCHMAKER AND JEWELER,  
PITTSBURG, Pa., Feb. 22, 1890.

## Editor of PRINTERS' INK:

Will you kindly give an expression of opinion in your valuable little publication on the following: When a newspaper makes a claim in a legend on its title page that it has a greater circulation than its contemporaries and challenges a production of circulation books; when this claim "stands" in the paper for a long time seemingly unrefuted—do you consider it deserving of faith and credit?

I may add for your guidance that the paper in question is as new, progressive and high standing as those reputed to be more widely circulated and to whom the challenge is addressed. Your opinions are always so impartial and sound that I and a number of friends, who all advertise moderately now and then, are greatly interested in your view of the matter and may be guided by it in placing our spring advertising.

JOS. BICKART.

The mere printing of a claim to the largest circulation does not prove anything. If actual figures are printed from day to day, and facilities are offered to the outsider to investigate; if the press-room, the circulation books, the post-office bills and the paper bills are offered for investigation, the advertiser may then conclude that a claim to the largest circulation is warranted. If, on the contrary, the claim is made without any disposition to give details or produce evidence, it is worth little. For example, the largest circulation in New York is claimed by several papers. Of course, they are not all telling the truth. Challenges to a production of circulation books are cheap.—[Ed. PRINTERS' INK.]

## GROWTH OF EVENING PAPERS.

THE CONSTITUTION-DEMOCRAT,  
KEOKUK, Ia., Feb. 24, 1890.

## Editor of PRINTERS' INK:

The evening paper has had rapid growth during the past fifteen years all over the country. Even in the cities many morning papers publish an evening edition. There must be reason for it, else it could not be done. In the smaller towns the evening papers, when properly managed, have reached higher circulations than morning editions. We would like to see PRINTERS' INK have an article on this subject, giving reasons for the gain of evening editions in public favor.

You have the figures for comparison. Can't you show the ratio of gain in past fifteen years?

WARWICK &amp; RANSON.

The only way to get at the figures asked for would be to go over the newspaper directories of the respective years and make the necessary computations, which would be a work of considerable magnitude. It may be stated, in a general way, however, that the

last fifteen years have seen a large increase in the number of evening papers. This increase may be attributed in part to the progressive spirit of the age, much in the same way as there has been advancement made in any of the other arts or industries. As the world has grown more enlightened and richer it has come to the conclusion that it can support newspapers in the evening as well as the morning. In the present bustling age people do not want to wait until the morning to get the news; the evening paper gives them what has happened in the earlier hours of the day. The present tendency is toward having a separate edition for every hour in the day, and in some quarters this is already an accomplished fact. Then, again, books are not read so much by the masculine portion of the community as they used to be, and men nowadays want a newspaper to beguile the evening hours, as well as those of the morning.—[Ed. PRINTERS' INK.]

N.O.

KRUFF & TUFFLY,  
FINE SHOES,  
HOUSTON, Tex., Feb. 24, 1890.

Geo. P. Rowell &amp; Co.:

Will you please answer by letter or PRINTERS' INK, whether a daily home advertiser is entitled to a copy gratis of every paper that his advertisement appears in?

KRUFF &amp; TUFFLY.

No, he is not entitled to a copy, unless the contract for advertising specifies that a year's subscription is included. Shrewd publishers, however, find it to be advantageous to have a copy of the paper in the hands of every advertiser, whether he pays for it or not. The publisher who does not deal liberally with his advertiser on this point makes a mistake. The advertiser, however, should not expect to receive a free subscription to a \$10 paper in consideration of a \$5 advertising contract.—[Ed. PRINTERS' INK.]

THE following is from the matrimonial column of the New York World:

TO LADIES willing to marry we will introduce the following: Merchant, 34, worth \$75,000; Hebrew doctor, 50, worth \$40,000; broker, 33, worth \$100,000; Catholic merchant, 52, worth \$20,000; manufacturer, 46, worth \$125,000; German merchant, 39, worth \$25,000; lecturer, 28, worth \$50,000; banker, 53, worth \$75,000; full written descriptions of the above sent with terms; 20c. each. Wellman, 333 8th ave.

COMMENDATIONS.

KENNEB, N. H., March 3, 1890.  
*Editor of PRINTERS' INK:*  
 \* \* \* PRINTERS' INK is a model of its kind; we enjoy its perusal.

INMAN BROTHERS.

HUBBON, South Dakota, Feb. 21, 1890.  
*Geo. P. Rowell & Co.:*  
 We are very much interested in your PRINTERS' INK, and read it with great interest. \* \* \*  
 W. F. T. BUSHNELL.

COLCHESTER RUBBER COMPANY,  
 COLCHESTER, Conn., Feb. 26, 1890. }  
*Geo. P. Rowell & Co.:*  
 I always read PRINTERS' INK with great interest. \* \* \* GEO. WATKINSON, Pres.

EUREKA, Kan., Feb. 24, 1890.  
*Geo. P. Rowell & Co.:*  
 We are delighted with PRINTERS' INK, and read it carefully every week. \* \* \*  
 THOS. W. MORGAN.

EVENING SENTINEL,  
 KNOXVILLE, Tenn., Feb. 23, 1890. }  
*Geo. P. Rowell & Co.:*  
 \* \* \* PRINTERS' INK is a gem, and "of the purest ray serene."  
 KNOXVILLE SENTINEL COMPANY.

THE TORONTO GLOBE,  
 TORONTO, Ont., Feb. 12, 1890. }  
*Geo. P. Rowell & Co.:*  
 \* \* \* I think a great deal of this publication (PRINTERS' INK), and it should be patronized liberally by the newspaper fraternity throughout America.  
 C. W. TAYLOR, Bus. Man.

Office C. A. SHARP, Teacher of Shorthand, }  
 COLUMBUS, O., Feb. 18, 1890. }  
*Geo. P. Rowell & Co.:*  
 I failed to get PRINTERS' INK last week, and am like a man in a swamp, without sun or compass—lost without it. Kindly send me another copy. \* \* \* C. A. SHARP.

DAILY TIMES BUILDING,  
 WATERTOWN, N. Y., March 3, 1890. }  
*Editor of PRINTERS' INK:*  
 We have thought every week for some time that we would write a letter to you to thank you for the good work that you are doing with your most excellent little publication. Nearly every week it gives us valuable suggestions, and is always read with a great deal of interest. Last week's issue, containing the article, "No Waste Basket Material Here," pleased us very much. \* \* \*  
 BROCKWAY & SONS.

PRINTERS' INK is a crisp and concentrated counsellor at advertising. Its weekly visits are appreciated by the advertising fraternity who, while they may not always agree with it, can catch points to their advantage.—*The Argosy.*

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

THE HOUSTON POST—All South Texas.

THE OREGONIAN—Whole North Pacific.

NEWS, Middleburgh, N. Y. 12,000 circulat'n.

OVER 10,000 PAPERS A WEEK.—The MERCURY, Huntsville, Ala.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation over 300,000.

SALT LAKE TRIBUNE.—Most powerful medium in Utah. Anti-Mormon.

THE ODD FELLOWS' REVIEW, Chicago, is for sale. Paid 40 per cent. 1889.

BRIDGETON (N. J.) NEWS prints 3,500 daily. Largest circulation in South Jersey.

HOME, FARM AND FACTORY, St. Louis, Mo., A 1; 60,000; one inch, \$50 a year.

CENTRAL ONTARIO. "Trenton Courier." Advertising 6 cents per inch. Weekly.

GRANGE VISITOR, Hope Valley, R. I. 8-page monthly. Only farm journal in State.

SENTINEL-ADVERTISER, Hope Valley, R. I. Live local weekly. Good circulation.

SENTINEL, Iowa, Mich. Largest circulation in county. Only Republican paper.

FOR Cheap Pamphlet Printing, write for estimates. Ward & Cobb, Lockport, N. Y.

FACTORY price. Ship direct. Cat'logs free. Hulbert Fence & Wire Co., St. Louis, Mo.

HEROLD DES GLAUBENS, St. Louis. Established 1850. Weekly. Circ'n 19,000.

LANDWIRTH, St. Louis. Agricultural. Monthly. Circ'n 21,000. Present rate, 6c.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 30 cents per line.

OLDER THAN ITS MOTHER.—The MERCURY, Huntsville, Ala., Daily and Weekly.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

WEST SHORE circulates everywhere in the Pacific Northwest, published at Portland, Or.

A N ADVERTISING MANAGER wanted for a New York religious weekly. Address 167 W. 49th St.

COLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies, \$3.00 per year. Denver.

\$1,000.00 FORFEITURE! For full particulars send to OXFORD COUNTY ADVERTISER, Norway, Me.

THE DENVER REPUBLICAN sweeps the State—Colorado. A "Pure Gold" medium—"Pride of the Rockies!"

MOST PROSPEROUS EVENING PAPER in U. S.—PHILADELPHIA ITEM. Eight pages every day for ONE CENT.

WHIPPED CREAM SODA has the track. "I can put you on." Address for pointers, GEO. C. HENRY, Burlington, Ia.

TWO Printing Offices for sale. Worth \$6,000 and \$1,000. Liberal terms. Must sell one. Lock Box 38, Ypsilanti, Mich.

THE MEDICAL WORLD. Circulation larger than that of any other medical journal in the world. Send for rates. Philadelphia.

FREEMAN'S MAGAZINE (Estab 1877), Passaic City, N. J. Circulates among the best homes of the State. 75 cents per inch. Full of live reading.

ADVERTISERS of Proprietary Medicines receive good results from NEW YORK WEEKLY. Send for sample copy and examine advertisements.

NOT FEEBLE WITH AGE.—The recognized medium for general advertising in Alabama is the HUNTSVILLE MERCURY, the oldest paper in the State.

**SUNBEAM**, Seligman, Mo. E. O. W. Circ'n 1,500 in S. W. Mo. & N. W. Ark. Rates low.

**THE OXFORD COUNTY ADVERTISER**, Norway, Me., has an honest list of over 2,500 yearly subscribers. Rates, 12½¢, 12 and 11¢ each inch each week.

**THE HOUSTON POST** is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

**FOR SALE**—One of the best Little Country Weeklies in Georgia for sale at a great bargain. Good reason for selling. Address C. M. WILLIAMS, Ackworth, Ga.

**WANTED TO PURCHASE**—A Daily Newspaper in a growing town or city. Must be a bargain for cash. Address "PRESS," P. O. Box 1592, Philadelphia, Pa.

**IT PAYS**—To advertise in best medium. **THE FINDLAY JEFFERSONIAN** is the BEST in Northern Ohio. Daily and Weekly. Rates low. Specimen copies free.

**THE LARNED (Kan.) WEEKLY CHRONOSCOPE**, largest circulation in Western Kansas, solicits advertising from all responsible parties. Write for estimates.

**THE LORD & THOMAS Religious Newspaper** Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

**AN INDISPUTABLE FACT**—**THE TROY PRESS** has the largest daily circulation in Troy, N. Y., and its readers comprise all classes. It is the popular paper of Troy.

**SODA FOUNTAIN MEN!** You have all heard of Whipped Cream Soda. To learn all about it, and get "Fountain Pointers," address GEO. C. HENRY, Burlington, Ia.

**160,000 PEOPLE** read the **BEE HIVE** and **MICHIGAN MACCABEE** every month! Send a Trial Adv. and \$1 to STEVENS & KING, Publishers, Port Huron, Mich.

**THE SENTINEL**, Daily and Weekly, Knoxville, Tenn., covers thoroughly the thrifty growing section of the New South. Guarantees largest local circulation. Specimen free.

**JOURNAL OF AGRICULTURE**, weekly. Guaranteed and sworn circulation 45,000 weekly. 2¢. per agent line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

**WASHINGTON**, the new State, has wonderful resources. Beautiful illustrations of its scenery and towns appear in **WEST SHORE**, the great Pacific illustrated weekly.

**GREATEST CIRCULATION IN ALABAMA**—**The Birmingham AGE HERALD**. Average every issue three months preceding Jan. 1, '90: Daily, 6,102; Sunday, 8,517; and Weekly, 17,983.

**FIVE CENTS per line** for a sworn circulation exceeding seven thousand is the bargain offered by the **ARKANSAS BAPTIST Little Rock**. Circulates throughout the Southwest.

**THE GLEANER**—Daily and Weekly—Henderson, Ky.; pop. 12,000. Daily circulation, 700; Weekly, 3,500; exclusively among farmers of Henderson, Union, Webster and Hopkins counties.

**THE JOURNAL**—Daily and Weekly—Henderson, Ky. Official paper. Pop. county, 50,000; city, 12,000. Manufacturing and agricultural section. Largest weekly and leading daily of S. W. Kentucky.

**THAT** old, reliable, and in every respect first-class newspaper—**THE SACRAMENTO RECORD-UNION**.—Geo. F. Rowell & Co. Admittedly the most important medium in California, outside of San Francisco.

**THE UNION**, Wellsville, O.—Shrewdest, most successful patent medicine manufacturers of the world use it. Ask Hood, Ayer, Warner, Bucklen, etc., how it pays. Special low rate inducement this year.

**FAMILY STORY PAPER**—Circ'n larger than any other story paper, \$1.25 per line.

**WICHITA, KAN.**—"PRINCESS OF THE PLAINS" and **THE EAGLE**, printed on a perfecting press, from stereotypel plates. Greatest of all Kansas dailies. Reaches 150 Southwestern Kansas points every day.

**REPUBLIC-JOURNAL**, Littleton, N. H.—Largest circulation (3,720) of any local paper in N. H., and larger than any two in Grafton, Carroll or Coos counties. See Rowell & Co's List of Preferred Newspapers.

**WEEKLY JIMPLICUTE**, Jefferson, Texas (now the Great Iron center of the Southwest) established in 1885. Circulation covering all East and North Texas. Specimen copy sent advertisers on application.

**THE DETROIT JOURNAL**—the only evening paper in Michigan having the Associated Press service. Independent, clean and newswy; a distinctively family daily, taken into more homes than any other paper in Michigan.

**NEWS**—Daily and Weekly—Established, 1871; **SUN**—Daily and Weekly—established, 1877; consolidated, 1889. Griffin, Ga. Circulation of two papers, with rates of one. Covers field completely. Now is time to make contracts.

**FOR SALE**—Republican Weekly Newspaper, near New York. Complete outfit—presses, cutters, etc. Cost, \$1,700. Price, \$1,300—\$200 cash or security; remainder, long notes. Splendid chance. Address "OMRA," care PRINTERS' INK.

**PORTLAND, OREGON**, in proportion to size, does the heaviest business of any city on earth. Population 60,000. Wholesale trade for 1889, \$118,000,000. **THE OREGONIAN**, like the lawyer's argument about the snow, "covers the entire ground."

**THE enterprise OF THE KANSAS CITY TIMES** never lags. They are now running a fast newspaper train, called "The Times Flyer," over the Union Pacific, covering 39 points in Kansas, reaching the most distant at 8:45 A. M. **SUNDAY TIMES**, over 32,000!

**FARM POULTRY**, Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

**JUDGING** from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants." Circulation considered, rates are very low.

**INFLUENTIAL PAPERS HELP SALES**. With the leading families of the country live the teachers. These all read the **POPULAR EDUCATOR**, of Boston. Recognized at home and abroad as the leading educational organ of America. Received gold medal at Paris Exposition.

**THE BALTIMORE MORNING HERALD** printed and sold, during the year 1889, 7,462,070 copies, a daily average of 20,440 copies; Sunday Herald, 18,000; and Weekly Herald, 14,000. **THE MORNING HERALD** seems to be the only newspaper in Baltimore that is willing to "show up."

**CATCH ON QUICK**. Regular edition of Webster's Dictionary, containing over 1,200 pages, and 3 months' subscription to **NEW YORK WEEKLY**, for \$3. Offer it to your subscribers for \$4. This is unparalleled. Send for photo-electro. **STREET & SMITH**, Publishers, 25 to 31 Rose St., N. Y.

**THE PITTSBURGH PRESS** has furnished Geo. P. Rowell & Co. with a detailed statement of circulation covering every issue for 1888. Total, 10,575,336 copies, or an actual daily average of 34,547 copies printed and SOLD. LEADS THEM ALL. Yearly rates, only SIX CENTS A LINE, each insertion.

**LEATHER NOVELTIES.**—Send for our price list of Coin Purses, Money Bags, Tobacco Pouches, Advertising Specialties, &c. &c. Address F. B. MILLS & CO., Manufacturers of Leather Novelties, Gloversville, N. Y.

**E. V. SMALLEY**, writing in *The Century Magazine*, of the North Pacific Coast says: "There is no parallel case in the United States of a single rich and prosperous newspaper having an absolute monopoly of an large a field of circulation—about 1,000 square miles"—referring to THE PORTLAND OREGONIAN.

**STREET & SMITH**, Publishers of the New York Weekly, write under date of Jan. 24, 1890, as follows: "Publishers of *PRINTERS' INK*—We have had a little two-line advertisement (fifty cents' worth) running in your paper for a few weeks, and we find it a very good investment. The inclosed letter is only one of a large number we have received."

**THE SIOUX CITY DAILY JOURNAL.**—Largest circulation of any daily published in Iowa. Exclusive territory, which cannot be reached by any other paper on day of publication. Yields large returns to advertisers. Rate sheet and sworn statement of circulation sent upon request to the publishers, FISKINS BROS. CO., Sioux City, Ia.

**PORTLAND, MAINE, EVENING EXPRESS.**—Widespread, enterprising, progressive. Largest daily circulation in Maine. Lowest rates, considering circulation. Will furnish detailed statement of circulation, showing each day's issue. Read by all classes. Advertisers can reach more buyers in Portland and vicinity, through the EXPRESS, than by any other medium mentioned in Rowell's "Preferred List."

**THE STORY OF THE YEAR**, as told in bold figures by the DENVER REPUBLICAN's total circulation for 1889, is 4,365,072, or an actual daily average of 13,330 copies each issue. The fourth quarter of the year (Oct., Nov. and Dec.) averaged 14,369 copies daily, and 21,500 Sunday, and 6,500 weekly. The growth in circulation and business of the REPUBLICAN is in keeping with the growth and prosperity of Colorado, which has been nothing short of the marvelous.

**ALL EYES** are now turned upon Texas—their cotton crop alone amounts to \$60,000,000 this season. "An Empire in itself." To cover it, an advertiser should use the five papers composing the Texas Associated Press, viz.: The Fort Worth Gazette, San Antonio Express, Houston Post, Austin Statesman and Waco Day (successor to Examiner). This combination is a winner, and comprises the only morning paper at five of the most important trade centers, and each with a handsome Sunday edition and an excellent weekly.

**SAYS ONE:** "A POUND OF FACTS IS WORTH A TON OF TALK." THE MEMPHIS AVALANCHE. Old, Long Established and Valuable, now in its 35th year and better than ever. Beautifully printed on a world-famous Hoe perfecting machine. It is fully abreast of the times. THE WEEKLY AVALANCHE has now the greatest circulation of any weekly paper in Tennessee. The average for every issue of 1889 was 51,326 copies. Present circulation \$7,000. THE DAILY AVALANCHE 7,600 and THE SUNDAY AVALANCHE 9,545.

**THE PHILADELPHIA ITEM** is one of the four dailies in the United States credited by the American Newspaper Directory for 1889, Geo. P. Rowell & Co., Publishers, with an average daily circulation exceeding 150,000 copies each issue. For the twelve months ending December 31, 1889, the actual average issues of each edition of THE ITEM were as follows: Daily, 164,941; Sunday, 131,728; and Weekly, 32,440. An advertiser who inserted four lines one time in THE DAILY ITEM, at a cost of \$1, reports having received 237 answers from it. This is the kind of advertising that PAYS. THE ITEM comes nearer being a medium of universal circulation than any newspaper in Philadelphia.

**THE ARGONAUT** is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it are sent through the post-office every week, retained by subscribers.

**A MEDIUM** of tremendous power—THE PORTLAND OREGONIAN, commanding and creating in its influence. Given the "Pure Gold" or bull's eye mark by Geo. P. Rowell & Co. An advertisement in THE OREGONIAN, Daily, Sunday and Weekly, reaches more readers than an advertisement in all the other dailies in Oregon and Washington combined. It is more largely read in proportion to the number of copies printed than any newspaper on the globe. Monopolizing the Western Union wires between San Francisco and Portland at a cost of \$100,000 a year for that one item, gives it power and prestige. Delivered by express to Tacoma, Seattle and Walla Walla on day of publication.

**TO THE LOCAL EDITOR:** Every advertiser ought to subscribe for *PRINTERS' INK*. The subscription price is \$2 a year. It is worth the money. It is published weekly. If there are any persons in your neighborhood who are interested in advertising, we advise you to secure their subscription for *PRINTERS' INK*, and collect the money, \$2 a year for each subscription. You can keep the money—put it in your own pocket—and may pay for the subscriptions by causing an advertisement of *PRINTERS' INK* (which we will send you for the purpose) to be inserted in your paper. In this way you can secure a cash advertising order, do a service to your neighbor (who is or ought to be interested in advertising), and advance the interests of advertising generally. Address GEO. P. ROWELL & CO., Publishers of *PRINTERS' INK*, 10 Spruce St., N. Y.

**TO REACH 33,500 DRUGGISTS.**—Martin's Druggists' Directory for 1890 contains a list of 33,525 wholesale and retail druggists. For the purpose of inducing subscriptions, a sample copy of *PRINTERS' INK* of the issue of March 5, 12, 19 or 26, will be sent to every individual or firm in this list. To one-fourth, March 5; to one-fourth, March 12; to one-fourth, March 19, and to the remainder March 26. Many of these druggists and apothecaries spend considerable money in advertising patent medicines and other specialties of their own manufacture. An advertisement setting forth the merits of a first class newspaper as an advertising medium, and appearing in these special issues of *PRINTERS' INK*, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in *PRINTERS' INK* are solicited.

**TO REACH 40,000 SHOE AND LEATHER MEN.**—The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,730 names. For the purpose of inducing subscriptions, a sample copy of *PRINTERS' INK*, of the issue of April 2, 9, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23, and to the remainder April 30. The fact that many of these business men are believers in advertising as a means of increasing sales and profits, and that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers. An advertisement setting forth the merits of a first class newspaper as an advertising medium, and appearing in these special issues of *PRINTERS' INK*, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in *PRINTERS' INK* are solicited.



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, MARCH 12, 1890.

W. D. HOWELLS in his latest novel makes one of his characters say: "The advertising department is the heart and soul of every business."

THE advertising rates of the *Sunday School Times* of Philadelphia will be advanced to \$1.25 a line after April 1. It is stated that the paper now has over 146,000 paid yearly subscribers, and it is expected that the average for 1890 will be still higher.

THE Troy (N. Y.) *Budget* has attained the distinction of being one hundred years old. In celebration of this event it has printed, in circular form, a fac-simile of the first page of its first number, which is made up entirely of quaint advertisements, among them being a "for sale" advertisement of "a likely young negro wench—inquire of the printer."

AFTER all, the best kind of an advertisement is the so-called mouth-to-mouth advertisement. One is influenced more by a few words from a trusted friend than by columns of type coming from no recognized source. The mouth-to-mouth advertisement cannot be bought, but it can sometimes be induced by the printed advertisement. Therefore, the printed advertisement which has the effect of setting afloat the mouth-to-mouth advertisement may be considered a profitable investment. Advertising for the purpose of "making people talk"—if not carried to extremes, or in danger of creating unfavorable comment—is a good way of establishing a reputation for a permanent line of goods.

THE Sault Ste. Marie (Mich.) *Democrat*, in its issue of February 17th, makes sarcastic allusion to a celebrated characterization of Horace Greeley's, which was as follows: "Those little creatures, whom a mysterious Providence, for some inscrutable purpose permits to edit country newspapers."

THE accompanying advertisement from a Brooklyn daily, taken in connection with the large attendance at New York's recent dog show, would seem to lend a color of truth to the saying that everybody is "going to the dogs."

**BOARD WANTED—ON THE HILL**—in private family; 3 or 4 rooms, for a family consisting of two small dogs, two adults, a boy 16, girl 12, who require a first-class table from April 1, and will be permanent if suited. PERMANENT, Box 8, Eagle office.

A permanent dog, particularly a small dog, and one that requires a first-class table, is a freak that should commend itself to the museum managers.

IN its report of the convention of the Illinois State Press Association, held at Peoria last month, the daily *Transcript* of that place publishes the following:

The committee report on foreign advertising was the subject for fruitful discussion, and the following minimum basis was settled upon: For papers whose circulation is 1,000 or less, 65 cents per inch per year; papers of 1,000 to 1,500 circulation, 60 cents; 1,500 to 2,000, 55 cents; circulation in excess of 2,000, 50 cents per inch. It was decided that reading notices should be \$1 per line per 1,000 circulation per year. On contracts of \$25 a discount of 5 per cent. from the above rates will be given, \$50, a discount of 10 per cent.; \$75, 15 per cent., and \$100, 20 per cent. It was also decided to allow advertising agents a commission of 25 per cent. without preferred position and at net rates where special positions are given. A further discount of five per cent. will be allowed where metal bases are furnished and no discount for wood bases.

Certainly, no advertiser ought to object to paying 65 cents for an inch one year in a paper of 1,000 circulation; but since it appears that space in papers of 2,000 circulation can be bought at the rate of 50 cents an inch for the same period, it would be the natural policy of the advertiser to patronize the latter class. According to this decreasing ratio the big Chicago papers would be obliged to sell their space for nothing. There is obviously something wrong here somewhere. If the Illinois editors knew what they were about, it is evident that the *Transcript's* reporter didn't.

THE simplest advertisements sometimes require the most care and thought in their construction. To write a column is a matter of time, but to edit it down into a sentence is something more.

A PRACTICAL illustration of the possibilities of newspaper advertising is given by the *Taunton Gazette* in a paragraph, in which it says: "If a man should stand on the green and howl for a week he could not reach so many people with his voice as he can by a 25-cent advertisement in this paper inserted one time."

NATHANIEL C. FOWLER, Jr., the advertising manager of the Pope Manufacturing Company, in company with Fred. E. Colburn, has started a new weekly journal in Worcester, Mass., known as *Light*. The *Herald* says: "Mr. Fowler is a Boston-bred journalist, which is equivalent to saying that he is a good one."

JULIAN RALPH's weekly, *Chatter*, has at last been recognized as a newspaper and has been admitted to the mails as second-class matter. The *New York Sun* says of this decision: "Postmaster-General Wanamaker takes the utmost advantage of the fact that *Chatter's* business manager swore, ten days before the paper was published, that it had no subscribers. It does not appear much easier for a publisher to get subscribers before he has a newspaper than for a baby to have teeth before it grows them, but under the present Administration the subscribers must come first, it appears, or no more new papers will get post-office sanction. As *Chatter* is now seven weeks old and has a big list of subscribers, Mr. Wanamaker has approved of it."

THE inexperienced advertiser is greatly governed in the selection of papers in which to advertise by his own personal habits and the preferences of the friends and acquaintances by whom he is surrounded. If he is a resident of a large city and in the habit of staying at home on Sundays and reading two or three papers through and through, he invariably has the opinion that that class of papers is good for advertising purposes. If he is accustomed to read nothing but general news, he is apt to become annoyed

at the amount of advertising and padded matter, and Sunday papers, on that account, sink way down in his scale of desirable mediums. If of a religious turn of mind, and a subscriber to one or two papers of that class, these will be certain to head the list upon which he desires an estimate. The same applies to magazines. In the event of his own selections being poor for his purpose, as they sometimes are, suggestions or arguments from his advertising agent, intended to convince him of that fact, are generally useless and are oftentimes accepted with about as much patience as a man listens to criticisms on the character of his wife or daughter.

THE Springfield (Mass.) *Republican* has terminated its arrangement with Ernest F. Birmingham, who for a year or two was the *Republican's* special agent in New York City. Hereafter, according to a notice sent out by the *Republican*, all orders are to be sent to the home office, at Springfield. It would appear that the practice of having a special agent is going out of fashion, except for papers which can afford to have in New York what is practically a branch office, as is done by the *Chicago News* and *St. Louis Republic*. The so-called special agent, representing one or more newspapers, really becomes a sort of general agent for whom three or four newspapers pay office expenses, leaving him at liberty to secure and transact business for every other newspaper in the land. The "special agent," as well as those he is supposed specially to represent, thus becomes a rather dangerous rival of the established general agencies, and they on that account object to sending business through him—because by doing so they make him acquainted with their affairs and enable him to step in between themselves and their customers, not only for the purpose of renewing an order for the papers which he is said specially to represent, but also, oftentimes, to place for the advertiser all the other advertising business which he wishes to have done. With his lower expenses and guaranteed payment for services and office rent, he is able to divide commissions with the advertiser and to pay him a great deal more of personal attention than would be possible by the general agent, who is expected to be in his office to attend to business that comes there.

## Correspondence.

## DISPLAY ADVERTISING AGAIN.

A. N. KELLOGG NEWSPAPER COMPANY, }  
 PROPRIETORS OF KELLOGG'S LISTS, }  
 NEW YORK, Feb. 28, 1890. }

Telephone: } Office, 471 John.  
 } Residence, 276 Bedford.  
 W. W. HALLOCK, resident manager.

Editor of PRINTERS' INK:

I notice an article in your issue of Feb. 26, written by H. F. Gunnison, of the Brooklyn *Eagle*, in which that gentleman sets forth his views regarding displayed advertising. A paper which, like the Brooklyn *Eagle*, controls the "want" advertising of a large city, can probably afford to dictate terms to its advertising patrons, and to run its matter in any way that may seem most desirable, but this plan cannot be followed advantageously by other papers, who rely solely upon general advertising for their revenue in that department. If all newspapers were to refuse displayed advertisements, and should insist upon setting them in the miserably monotonous and unattractive manner proposed by Mr. Gunnison, there would be a rapid decline in newspaper advertising, because, in that event, newspaper advertising would not pay. You may select a medium with the greatest possible care, obtain the lowest available price, and if your advertisement fails to attract attention the investment is lost.

I am not in favor of the style of advertising alluded to by Mr. Gunnison as being of the circus poster order, nor do I advocate the use of ugly or uninteresting cuts, but the science of advertising consists as much in the display of the matter used as in the selection of a medium, and one might use the best papers with ill success if the proper display of an advertisement is left out of the question, or even not carefully considered.

One hundred years ago, when advertisements were comparatively few, and reading matter much more scarce than now, display advertising was not so necessary in order to attract attention. But at this busy time the condition of things is reversed, and each advertiser must struggle for supremacy, and the man who shows the greatest originality in getting up his advertisement is the one most likely to succeed. An advertisement without display is equally without character, like a face lacking expression. A group of such advertisements forms a dull, monotonous mass as uninteresting and quite as unattractive as a sun-burned grass plot.

I do not wish to make any argument against the policy followed by the Brooklyn *Eagle*, as set forth in the communication in question so far as the interests of that paper alone is concerned, but I do most strenuously object to the wisdom of advocating the adoption of a similar policy on the part of other newspapers.

There is a slight inconsistency in Mr. Gunnison's argument, and I suggest that if the Brooklyn *Eagle* deems it unnecessary to lend prominence to the advertisements of its patrons in order to attract attention thereto, it would be equally unnecessary, and certainly most desirable, so far as the general reading public is concerned, if they would treat the special and particular scandals, in which that paper delights to revel, with the same degree of modesty that they enforce upon their advertisers, and set such headings in an extremely small and light-faced letter, elimi-

nating therefrom altogether the large double-leaded full-faced type customarily used by the *Eagle* in order to draw the attention of its readers to the particularly choice and spicy bits of scandal in which that paper abounds.

In other words, if there is no need to display advertisements in a newspaper to attract attention, there ought not to be any need to display its reading matter, and particularly such reading matter.

W. W. HALLOCK.

## TELL THE STRAIGHT TRUTH IN PLAIN TYPE.

OFFICE OF A. T. SHALLENBERGER & Co., }  
 ROCHESTER, Pa., March 3, 1890. }

Geo. P. Rowell & Co.:

We inclose two dollars to cover a year's subscription to PRINTERS' INK. We have enjoyed the weekly visits of your little book very much. The occasion evidently existed for such a publication, and we only voice the general feeling when we say that it has been ably met. There is no "padding" in it; every line, original and selected, is of practical value, in the way of suggestion or experience, to the class for whom it was intended. It is independent and conservative, in the face of what seems to us to be a genuine epidemic of sensationalism on the subject of advertising.

Ingenuity exhausts itself in seeking original devices for attracting the reader's attention. Comic wood cuts, cartoons and doggerel verse, with occasional startling head-lines to serve as decoy ducks, are thought to be legitimate. The public is being educated to expect amusement and diversion from advertising pages, instead of reliable information, and is finding part of its amusement in drawing comparisons, and possibly, in time, may even be induced to stake money on its favorites in the great race for precedence in this new field of art and literature!

A reaction will come. Men will grow tired of spending money to advertise an advertisement, instead of the goods to be advertised; and, as extremes meet, novelty itself will demand, in time, a return to the good old way of telling the straight truth in an advertisement in plain type.

A. T. SHALLENBERGER & Co.

## A PLEA FOR SMALL ADVERTISERS

Editor of PRINTERS' INK:

In your issue of Feb. 19 I noticed a communication entitled "Extraordinary Expectations," signed Artemas Ward, in which the writer refers to the number of advertising investors who are "ailing a sea without chart or compass, guided only by the stars and by the tales of previous travelers." He further intimates that the small advertiser has no right to go to sea at all, and then, conscious as he must be, if he has any experience whatsoever, that many of the greatest advertising successes have been developed from small beginnings, he endeavors to account for them as "Barney's luck, which permits him to stumble into fortune and get what he has no right to expect." Somewhat further along in this article, the entire tendency of which appears to discourage the new investor, and wrap a mantle of doubt and mystery about all advertising effort, we read: "What man possessed of his senses would expect to make money on a basis one hundred per cent. higher than others in his trade?" A reasonable query standing alone, but, taken

in connection with such phrases as "following in the wake of some larger ship" and "long journeys require long purses," the reader is forced to the conclusion that your correspondent bars out of advertising effort every investor who is not able to buy a sufficient quantity of space to get the same at as low a price as any other purchaser. This may be the acme of his endeavor, but I would deplore the day which would see the scope of advertising effort limited to the bargain-seeking environment which the acceptance of this theory would entail.

Do you not think that your correspondent, in keeping his gaze turned in the lowest-price direction, may have overlooked the fact that a patient study of the necessities of an enterprise—a telling to the public what one would have them know at the most fitting time and in the most forcible manner, even at full rates, a careful watching of results and an increased expenditure only on lines proven to be helpful to the enterprise—are greater factors than "Barney's luck?"

Believing this, my motive in writing is far less to controvert your correspondent than to say to the novice, "Come, speak to the public—only to a few if your purse is scant, but speak in the right way, and about the right things, and that same public will give you sufficient returns to enable you to buy a larger audience."

O. J. GUDE.

#### AGRICULTURAL PAPERS ASSOCIATE.

WINNIFEG, Man., Feb. 21, 1890.

Geo. P. Russell & Co.:

We have entered into membership in the Western Agricultural Journals Associate List, and shall be from this date specially represented in Chicago by Mr. F. B. White, 543 The Rookery, for the States of Wisconsin, Michigan, Illinois, Indiana, Ohio, Kentucky, Tennessee, Mississippi and Alabama, and in New York by Mr. T. H. Child, 150 Nassau street, for the New England States and the States of New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, North and South Carolina, Georgia and Florida.

ACTON HURROWS, President,  
The Nor'-West Farmer.

#### WHAT IS A SQUARE?

"Seven and a half lines of nonpareil make a legal square in Iowa, and I suppose elsewhere."—*Extract from a letter from R. H. Moore, proprietor of the Ottumwa (Ia.) Democrat. Dated Feb. 28, 1890.*

#### WILL STICK TOGETHER.

WINTERS, Cal., Feb. 11, 1890.

\*\*\* The press of Northern and Central California have organized an association, with a view of handling "foreign" advertising through their own manager, and have agreed to "stick together."

E. C. RUST.

No department of literature is so remunerative to the genuine artist as the writing of patent-medicine advertisements. People who sell such stuff can afford to pay much more than one can get out of the magazines, and the advertisements can be written in English and not in dialect, which makes them much easier for a man who respects the spelling-book.—*Howard Fielding.*

#### ADVERTISING PICTURES.

Somebody has proposed to the Legislature that a law shall be passed prohibiting "the use of pictures or photographs of persons, without their consent in advertisements, by a person or corporation in this State." If, as we construe this, the law will require the consent of the persons, and not of the pictures, it will, if enacted, have wide and far-reaching consequences and important results. We fear the originator of this measure has failed to consider its effect upon the education of the people in matters of art. How much the advertising chromo has done for the training of the children in color and style! What a beautiful ideal has been put before the young man in the picture upon his cigar box! How the tastes of the poor washerwoman have been elevated as she has looked upon the sweet face on the soap wrapper! What boy has looked upon the noble physiognomy of George Washington, printed upon an advertisement of roller skates, without longing more earnestly to get through his lessons, in order to emulate the example of the Father of his Country outside the schoolhouse? It needs but little reflection to see how all these things will vanish if this suggestion materializes into law.

We have said these things in the kindest spirit, and, in referring to the difficulty of enforcing the law, we know we shall not be accused of undue antagonism. How can the consent of George Washington, or Benjamin Franklin, or Gen. Grant, or any other of the illustrious dead be obtained? If there are two future states, who can tell where to go to get the permission to use the pictures of some of the departed? Besides, who can prove what person an advertising picture was intended to represent? The fact that it bears the name of Adeline Patti is no proof that it is a picture of her. Who can tell whether that picture upon the cigar box is a likeness of Mrs. Cleveland, as it purports to be, or of the pretty cigarette maker, who concocted 3,202 cigarettes in eight hours? We leave our readers to follow up this line of thought, confident that the difficulty of executing the law will grow to enormous proportions when it is seriously considered. Let not the Legislature be led into so rash an act, without the most careful and conscientious contemplation of the concatenated complications which will inevitably follow its enactment.—*Boston Herald.*

#### MR. GLADSTONE READS ADVERTISEMENTS.

"It is well known," says the *Pall Mall Gazette*, "that Mr. Gladstone is a voracious reader of current periodical literature. His zeal in reading magazines is equalled only by his industry in writing for them, and it seems, according to a London correspondent, that, unlike most of us, he endeavors to let his survey include not only their literary contents, but even their advertisements. He expressly subscribes for the American edition of certain American-English magazines in order that he may obtain from their advertising pages any new ideas to be gleaned therefrom as to American industries and enterprises."

AN advertisement in the *Washington Star* reads: "If you want to be well dressed, wear a Warwick collar and have your boots blacked." It must be warm weather at the capital to admit of such a wardrobe.—*Advertiser's Gazette.*

### ATTRACTIONS OF NEWSPAPER WORK.

"Journalism is a fascinating profession," said a veteran newspaper man to a *Minneapolis Tribune* reporter, the other day. "It is perhaps the hardest and most onerous of all the callings, and yet a man who has once gotten into the journalistic harness is seldom satisfied in any other field. It is a rushing, hustling life; and a man forms habits of restlessness and incessant activity that render it almost impossible for him to engage in any other profession in which sober waiting plays a part. Take the reporter's life, for instance, for the reporting room is the great practical school of journalism, where the man who is successful in the higher realms of journalism gets his training. Follow the devious windings of the ordinary reporter for a single day, and then wonder, if you can, that he is a man who is never content to tread again the ordinary paths of life. In the first place, he knows everybody, from the greatest and most prominent down to the shifting human molecules which combine to form the substrata of society. He is a hale fellow well met with every one, from the President to the policeman, and what he does not know about what is going on is really not worth the knowing. He goes everywhere. Of course he is not always welcome, but he goes just the same, and enjoys whatever happens to be going on. To be sure the hours are hard and the work exhausting to the last degree, for a man must have his mental muscle ready for immediate use at any hour. He must be able to write as well as at a o'clock at night as during the evening hours. When he is so weary that he may hardly hold his pen, and the electric light before him seems but one vast blur—then he must be able to shake himself together and knock out a smooth, crisp account of some tragedy or crime that will thrill the next day's reader. It is easy to write when one feels like it, but it is an awful grind when the mind is dull and the brain seems inert and stagnant. This is one of the greatest disciplines of journalism, and the old man at his calling always has his mental faculties in readiness at a moment's call. Many a time have I gone home tired, disgruntled and weary, and sworn that I would never enter a newspaper office again. The next day, however, would find me back again, and the next year likewise."

### A FORTUNE THE RESULT.

According to the character or extent of your business, set aside a liberal percentage each year for advertising, and do not hesitate. Keep yourself unceasingly before the public, and it matters not what business of utility you may be engaged in, for, if intelligently and industriously pursued, a fortune will be the result.—*Hunt's Merchants' Magazine.*

It seems surprising to think of a firm spending over half a million dollars a year for advertising, and yet there are several business houses in the world that are doing it. They have been at it for years and they find it pays them. P. T. Barnum has always been a tremendous advertiser. He spent thousands of dollars recently to advertise his London engagements alone. He has always said that his newspaper advertising paid him best, and that posters and circulars simply benefited him by illustrating what had already been said in the newspapers. It is significant that this is the verdict of all great advertisers.—*Cedar Rapids (Ia.) Evening Globe.*

"PRINTERS' INK."—These two words are suggestive, and are appropriately used in connection with a judicious method of advertising by the solid, enterprising firm of George P. Rowell & Co. The PRINTERS' INK, a weekly publication, is little, but it is loud. It is based on common sense, and is circulated through postal-pound weight. It squeezes itself many times into one pound, and is no dead weight to letter carriers or to itself. It reaches the multitude, the class most desirable to its interest. The great fault with the majority of publications, especially those devoted to the printing trade—they are too much of a good thing. There is too much paper, too much rivalry and expense in the get-up for general distribution. Some by actual weight will draw the scales to the notch, thirteen and twenty ounces. Give us something like PRINTERS' INK. The very size and weight of it suggests to common sense that it can be reasonably and extensively circulated. But it has made a great mistake in selling its first page to a rival advertising agency.—*N.Y. Advertiser and Commercial Reporter.*

ADVERTISE, but advertise in a judicious manner. The world at large reads and studies the daily papers, but only a small proportion ever see the issues of the professional advertising schemers. No support should be given to that method of advertising, because it yields no return and accomplishes no special purpose.—*The Columbus (O.) Dispatch.*

### FAMILY ICE MACHINE

Ice in a few minutes. Price, \$10 to \$185.  
L. DERMIGNY, 126 West 23th St., New York



Druggists Can Make Money on These Goods.

Circular, with full particulars, on application

**JOHN BIRCH & CO.,**  
79 Washington St., Brooklyn, N. Y.

234 BROADWAY, NEW YORK, March 1, '90.

TO DRUGGISTS: In response to the growing demand, I am now putting up a dollar size of **Frink's Eczema Ointment**, and beg leave to quote you the following

WHOLESALE PRICES:  
\$1.00 size, \$3.00 a dozen; 10 per cent. discount  
50c. size, \$4.00 a dozen; on orders exc. \$20.00.  
Yours truly, HENRY C. FRINK.

PRONOUNCED BY ALL WHO USE

**Dr. EVORY'S**  
**CALIFORNIA**  **CATABH**  
**REMEDY**

The Best in the World—Take no Other.

50 cts. by Druggists or Mail. Testimonials Free  
**A. F. AVORY & CO., Props.,**  
166 GREENWICH ST., NEW YORK CITY

### To Large Advertisers

Advertising Expert of 20 years' experience will consider change of position. Is thoroughly posted in regard to bottom prices, and has special "knack" in devising strong, telling ads. Is a very cheap man, considering what he can get in way of prices, position and service. Salary expected from \$7,000 to \$10,000, according to amount of work to be done. Address "X. Y. Z.," care E. B. Dillingham, Hartford, Conn.

**DRUGGISTS!****FREEMAN'S  
FACE  
POWDER**

Is the most perfect Face preparation made. Don't rub off. Impalpably fine. A lady once induced to try it, remains always a customer.

It is not sold to Dry-goods trade

Won't it pay to handle the **BEST**, when you are protected?

A box will gladly be sent for inspection, and sample Ladies' Blotting Pads, used for advertisements, when this paper is mentioned and business card accompanies request.

**\$1.75 and \$3.75 per dozen.**

**Freeman Perfume Co.,**  
523 E. 152d St., N. Y., and  
Cincinnati, O.

Have you asked your jobber for that exquisite new perfume,

**FREEMAN'S "HIAWATHA"?**

**Druggists! One More Chance!**

The two best druggists' journals at half-price offer for one year.

**The Formulary and Druggists' Magazine,** monthly.

**The Druggists' Calendar and Diary,** monthly.

Each published at \$1 per annum, but, to give all a chance, we extend our special half-price offer until April.

**One Dollar for both Journals  
One Year.**

750 pages of choice pharmaceutical literature, valuable formulas, hints and suggestions, for \$1. Can you afford to be without them? Address

**E. FENNER, Westfield, N. Y.**

What can be better as an **ADVERTISING MEDIUM** than the

**Druggists' Calendar and Diary?**

It has a large, regular monthly circulation among the best class of druggists, reaches the entire drug trade four times a year, and is permanently in use by them

**Every business hour of the day,**

**Every day of the week,**

**Every day of the month,**

**Every day of the year.**

It goes right to the spot! Advertisers will appreciate that fact. We guarantee better results for the money invested in advertising space in this Journal than in any other. Rates made known upon inquiry.

**E. FENNER,**  
Westfield, N. Y.

## A GREAT CHANCE FOR HUSTLING NEWSPAPER MEN!

**Do You Wish to Publish an Illustrated Weekly?**

**THE PICTORIAL WEEKLIES** enables every city and town in the United States to have its own local illustrated weekly, handsomely printed and filled with matter artistic and literary, by the best metropolitan talent. **THE PICTORIAL WEEKLIES** prepare in New York each week a 16-page paper. One side of the sheet, 8 pages, is filled with the highest-class artistic and literary matter, mostly humorous in character. The other side, 8 pages, is left blank. **THE PICTORIAL WEEKLIES**, in addition, print a 4-page cover.

These sheets thus printed are shipped each week to local publishers in the various cities of the United States. The local publisher prepares in advance eight pages of local matter, consisting of Editorial, Political, Society, Athletic, Dramatic and other news. This matter is printed on the side of the sheet left blank by **THE PICTORIAL WEEKLIES**. The sheets are then folded, the 4-page cover put on, and the complete publication, consisting of high-class artistic and literary matter and local news, is ready for delivery.

The first page contains the engraved head of the local paper, the date line and an original cartoon.

This arrangement enables the local publisher to produce a paper such as it would be absolutely impossible to make outside of New York City. It also enables him to sell at a price which makes competition by other local publishers an impossibility.

We want good, earnest men to establish these weeklies in the territory not already occupied. It does not require a great deal of capital, and if conducted properly, these journals become profitable and powerful in their respective localities. If you are responsible and in earnest, send for further particulars to

**THE PICTORIAL WEEKLIES COMPANY,**

**28 West 23d St., New York.**

**J. A. MITCHELL, Pres.**  
**ANDREW MILLER, Treas.**

**JAMES S. METCALFE, Sec.**  
**B. R. DAVENPORT, Manager.**

## SOLID FACTS FOR ADVERTISERS.

# SWORN CIRCULATION OF THE BUFFALO TIMES

DAILY AND SUNDAY.

For the Three Months ending Dec. 31, 1889.

ERIE COUNTY,  
STATE OF NEW YORK.

M. D. Condon, being duly sworn, says he is the circulator of *The Buffalo Daily and Sunday Times*, and that the following statement is a true and correct report of the circulation of said *Buffalo Daily and Sunday Times* for the three months ending December 31, 1889. Subscribed to and sworn before me this 3d day of January, 1890.

M. D. CONDON.  
WALTER F. NURZEY, Commissioner of Deeds, Buffalo, N. Y.

## BUFFALO DAILY TIMES.

OCTOBER.	NOVEMBER.	DECEMBER.
1 Tuesday..... 30,312	1 Friday..... 34,968	2 Monday..... 32,971
2 Wednesday..... 34,927	2 Saturday..... 35,302	3 Tuesday..... 32,408
3 Thursday..... 30,792	4 Monday..... 37,641	4 Wednesday..... 32,203
4 Friday..... 30,911	5 Tuesday..... 40,773	5 Thursday..... 32,317
5 Saturday..... 31,653	6 Wednesday..... 38,419	6 Friday..... 32,511
7 Monday..... 31,447	7 Thursday..... 35,003	7 Saturday..... 32,893
8 Tuesday..... 31,209	8 Friday..... 35,312	8 Monday..... 32,615
9 Wednesday..... 30,929	9 Saturday..... 34,547	9 Tuesday..... 31,955
10 Thursday..... 30,459	10 Monday..... 34,296	10 Wednesday..... 31,774
11 Friday..... 30,091	11 Tuesday..... 33,856	11 Thursday..... 32,103
12 Saturday..... 31,856	12 Wednesday..... 31,484	12 Friday..... 32,466
13 Monday..... 30,733	13 Thursday..... 33,317	13 Saturday..... 32,743
14 Tuesday..... 30,563	14 Friday..... 33,531	14 Monday..... 32,921
15 Wednesday..... 30,704	15 Saturday..... 32,106	15 Tuesday..... 32,983
16 Thursday..... 31,936	16 Monday..... 32,633	16 Wednesday..... 32,736
17 Friday..... 31,027	17 Tuesday..... 32,806	17 Thursday..... 32,474
18 Saturday..... 32,517	18 Wednesday..... 32,411	18 Friday..... 32,865
19 Monday..... 32,931	19 Thursday..... 32,781	19 Saturday..... 33,313
20 Tuesday..... 35,008	20 Friday..... 33,202	20 Monday..... 32,386
21 Wednesday..... 34,547	21 Saturday..... 32,447	21 Tuesday..... 32,243
22 Thursday..... 34,796	22 Monday..... 32,213	22 Wednesday..... No paper
23 Friday..... 35,116	23 Tuesday..... 32,927	23 Thursday..... 32,516
24 Saturday..... 35,572	24 Wednesday..... 32,633	24 Friday..... 32,193
25 Monday..... 34,853	25 Thursday..... No paper	25 Saturday..... 32,623
26 Tuesday..... 34,206	26 Friday..... 32,876	26 Monday..... 32,953
27 Wednesday..... 34,791	27 Saturday..... 33,291	27 Tuesday..... 32,931
28 Thursday..... 34,839		
Total..... 877,632	Total..... 862,525	Total..... 814,008

Average daily circulation for the three months,

### 33,187.

## BUFFALO SUNDAY TIMES.

OCTOBER.	NOVEMBER.	DECEMBER.
6 Sunday..... 22,856	3 Sunday..... 23,413	1 Sunday..... 23,211
13 Sunday..... 23,211	20 Sunday..... 23,568	8 Sunday..... 23,965
20 Sunday..... 23,947	17 Sunday..... 23,985	15 Sunday..... 22,406
27 Sunday..... 24,571	24 Sunday..... 24,133	22 Sunday..... 22,751
Total..... 94,585	Total..... 95,099	Total..... 129,970

Average Sunday circulation for three months,

### 24,471.

Columns and pages of advertising in other Buffalo papers will not reach the readers of THE TIMES.

### A. FRANK RICHARDSON,

SPECIAL GENERAL AGENT,

567 "THE ROOKERY,"  
CHICAGO.

13, 14 & 15 TRIBUNE BUILDING,  
NEW YORK CITY.



## What Prominent Advertisers Say About The Chicago Newspaper Union List of Local or Home Papers.

WORLD'S DISPENSARY MEDICAL ASSOCIATION,  
BUFFALO, N. Y., Aug. 12, 1889.

Gentlemen—It affords me much pleasure to say that I regard your co-operative papers as especially valuable advertising mediums for reaching the country trade. They are neatly printed and well edited, and when the local news and miscellaneous is printed on the home side they are sure to be well read.

I am, yours truly,  
R. V. PIERCE, Prest. W. D. M. A.

OFFICE OF C. I. HOOD & CO.,  
LOWELL, Mass., Aug. 23, 1889.

Gentlemen—We have had continuous representation in the papers of your several lists of co-operative newspapers for the past three or four years, and it gives us pleasure to say that the business has always been handled to our satisfaction. Close attention has been given to the requirements of our contract and no detail neglected which would make the business profitable to us. No more than this can be said of any advertising medium.

Very truly yours,  
C. I. HOOD & CO.

G. & C. MERRIAM & CO.,  
PUBLISHERS OF WEBSTER'S DICTIONARY,  
SPRINGFIELD, Mass., Aug. 13, 1889.

Gentlemen—It affords us pleasure to say that your lists have been used to advantage by us, and that business dealings with your house have been satisfactory. Wishing you continued prosperity, we are,

Yours truly,  
G. & C. MERRIAM & CO.

OFFICE OF E. T. HAZELTINE,  
PROPRIETOR OF PISO'S CURE,  
WARREN, Pa., Aug. 13, 1889.

Gentlemen—We have advertised in your lists for many years. This shows what we think of their value. It may be stated positively that there is no better way to reach the people in the places where your papers circulate.

Respectfully yours,  
E. T. HAZELTINE.

W. L. DOUGLAS,  
MANUFACTURER OF SHOES,  
BROCTON, Mass., Aug. 23, 1889.

Gentlemen—We have used your Lists in advertising the Douglas shoes, and as far as we are able to judge, the result has been satisfactory.

Very truly,  
W. L. DOUGLAS,  
per M.

THE CHARLES A. VOGELER COMPANY,  
BALTIMORE, Md., August 16, 1889.

We cheerfully recommend your Newspaper Lists, which we have used for a long time, and that our opinion of them as first-class mediums for advertising we have no reason now to change. We therefore cordially commend them, and take pleasure in saying further that your strict attention to our orders, and the regularity and completeness of your work have our highest appreciation.

Very resp'y yours,

THE CHARLES A. VOGELER CO.,  
SANDLASS.

SCOTT & BOWNE, MANUFACTURING CHEMISTS,  
132 and 134 South Fifth Ave.

NEW YORK, Aug. 13th, 1889.

Gentlemen—While we are unable to trace direct results to your newspapers, still after several years' experience, have this year, as you know, increased the size of our order. This is the best assurance you can have that we have faith in the mediums.

Yours respectfully,  
SCOTT & BOWNE.

JONES OF BINGHAMTON,  
MANUFACTURER OF SCALES,  
BINGHAMTON, N. Y., Aug. 13, 1889.

Gentlemen—In referring to the value of your lists would say that comparisons are odious, but you may rest assured we are well satisfied with results obtained from advertising therein, or we should not be permanent advertisers with you, as we are.

Yours truly,  
JONES OF BINGHAMTON,  
By GERRY JONES, Sec'y.

Address, for Catalogue or Information,

**The Chicago Newspaper Union,**

271 & 273 FRANKLIN ST., CHICAGO, or 10 SPRUCE ST., NEW YORK.

## To REACH 33,500 DRUGGISTS.

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Martin's Druggists' Directory for 1889 contains a list of 33,525 wholesale and retail druggists.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK of the issue of March 5, 12, 19 or 26, will be sent to every individual or firm in this list. To one-fourth, March 5; to one-fourth, March 12; to one-fourth, March 19, and to the remainder March 26.

Many of these druggists and apothecaries spend considerable money in advertising patent medicines and other specialties of their own manufacture.

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## To Reach 40,000 Shoe and Leather Men.

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The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,780 names.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23; and to the remainder April 30.

The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers.

An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes.

Orders for advertising in PRINTERS' INK are solicited.

The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or last page, \$100. Second page, next to the last page, or page first following reading matter, \$75.

Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

A full-page advertisement will be inserted in all the special issues from March 12th to April 30th, inclusive, for \$400, or a two-line special notice will be inserted in all the issues (8 in number) for \$4. More space pro-rata. The cost of addressing a postal card to all of these Druggists and Shoe & Leather men would be more than \$700.

Copy for advertisements to appear in any issue must reach the office of PRINTERS' INK one week before the day of publication.

GEO. F. ROWELL & CO., Publishers,  
10 Spruce St., New York.

50 CENTS A YEAR NEW YORK

MARCH 1890 5 CENTS A COPY

# THE HOUSEWIFE

THE HOUSEWIFE MAKES THE HOME AND THE HOME MAKES THE NATION

## CONTENTS

FOR MARCH, 1890. VOL. 2. NO. 11.

### FICTION:

- THE BRICK'S HEIRING . . . . . Mary Kyle Dallas.  
 THE OLD HOUSE IN THE HOLLOW . . . . . Mary Lowe Dickinson.  
 THE HEARST CLOCK . . . . . Sarah K. Waldron.  
 NIGHTFALLING FASHION . . . . . Mrs. John Sherwood.  
 CAME OF THE TESTS . . . . . "Dr. Frost."  
 TWO POINTS IN CARING FOR THE RICE . . . . . Maria Parlon.  
 IN PICTURES AND FRAMES . . . . . Emma Mollen Tyng.

### PRACTICAL DRESS:

- SPRING STYLES.—MODELS IN DESIGN.—  
 CLOTHING IN USE.—THE FLOWER FLOWERS.— } Jenny Jones.  
 HOW PLAIN IS USED.—PRACTICAL CHANGES.—

### FLOWERS:

- THE CHERRY LILY.—TRAILING VINES.— } . . . . . George H. Knapp.  
 EDGING AND PLANTING.—

- THE WOMAN'S GREAT-BOY . . . . . Agnes C. Stoddard.  
 THE WEDDING WIVES . . . . . Emma Chalmers Monroe.  
 CHARLIE (A HUSBAND'S PUN) . . . . . Eva Lovett Carson.  
 BART'S FATHER (FOUR) . . . . . Annie L. Jack.

### THE KITCHEN:

- SOUPS . . . . . Juliet Corson.  
 IRISH RECIPES FOR CORN . . . . . Janet Rusts Ross.  
 CORNED FOR THE SICK ROOM . . . . . "Monica."  
 EDITORIALS AND MISCELLANY . . . . . Lizzie W. Sanderson.

THE HOUSEWIFE PUBLISHING COMPANY  
NEW YORK

*Redwood fac-simile of front page of permanent cover, beginning March, 1890.*

**ADVERTISING RATES.**—Ordinary displayed adv'ts 80 cents per agate line. DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

Reading notices not desired; but, if insisted upon, will be accepted at \$1.50 per agate line for entire space occupied, subject to above time and space discounts.

**COVER RATES.**— $\frac{1}{4}$  page (170 lines), \$100.00;  $\frac{1}{2}$  page (340 lines), \$175.00; 1 full page (680 lines), \$300.00.

**COVER DISCOUNTS.**—3 mos., 5 per ct.; 6 mos., 10 per ct.; 12 mos., 20 per ct.

**THE HOUSEWIFE** Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders NOW, and get the benefit of the present low scale of prices.

Bills payable monthly. Cash with order from advertisers unknown to us.

**HOUSEWIFE PUBLISHING CO., 111 Nassau St., - NEW YORK, N. Y.**

Advertisements accepted through any responsible Advertising Agency.

**ALABAMA.**—For \$2.94 we will insert a one-inch advertisement, one month, in a list of Alabama newspapers, consisting of 2 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**ARKANSAS.**—For \$2.50 we will insert a one-inch advertisement, one month, in a small list of Arkansas newspapers, consisting of 2 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**COLORADO.**—For \$2.50 we will insert a one-inch advertisement, one month, in a list of Colorado newspapers, consisting of 2 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**CONNECTICUT.**—For \$3.29 we will insert a one-inch advertisement, one month, in an excellent list of Connecticut newspapers, consisting of 6 Dailies and 16 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**DELAWARE.**—For \$2.10 we will insert a one-inch advertisement, one month, in a good list of Delaware newspapers, consisting of 1 Daily and 6 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**FLORIDA.**—For \$7.00 we will insert a one-inch advertisement, one month, in a list of Florida newspapers, consisting of 2 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**FOR** a check for \$50 we will insert a ten-line advertisement once in all of the five Weekly Story Papers here named:

FAMILY STORY PAPER.  
FIRESIDE COMPANION.  
NEW YORK WEEKLY.  
SATURDAY NIGHT.  
TEXAS SIFTINGS.

A weekly sale of over seven hundred thousand copies is claimed for these publications. Ten lines will accommodate about 75 words. 700,000 copies for \$50. Send check and copy of advertisement to be used to

GEO. P. ROWELL & Co.,  
10 Spruce St., New York.

**GEORGIA.**—For \$25.63 we will insert a one-inch advertisement, one month, in a small list of Georgia newspapers, consisting of 5 Dailies and 7 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**ILLINOIS.**—For \$67.44 we will insert a one-inch advertisement, one month, in a first-rate list of Illinois newspapers, consisting of 19 Dailies and 27 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**INDIANA.**—For \$30.31 we will insert a one-inch advertisement, one month, in an excellent list of Indiana newspapers, consisting of 18 Dailies and 37 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**IOWA.**—For \$67.62 we will insert a one-inch advertisement, one month, in a very good list of Iowa newspapers, consisting of 13 Dailies and 20 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**KANSAS.**—For \$29.43 we will insert a one-inch advertisement, one month, in a fairly good list of Kansas newspapers, consisting of 6 Dailies and 14 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**KENTUCKY.**—For \$6.38 we will insert a one-inch advertisement, one month, in an excellent list of Kentucky newspapers, consisting of 6 Dailies and 15 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**FOR** a check for \$45 we will insert ten lines once in all the five Agricultural Publications here named:

FARM AND FIRESIDE.  
AMERICAN RURAL HOME.  
FARM AND HOME.  
FARM JOURNAL.  
HOME AND FARM.

A regular issue of more than eight hundred thousand copies is claimed for these Farm Newspapers. Ten lines will accommodate about 75 words. 800,000 copies for \$45. Send check and copy of advertisement to be used to

GEO. P. ROWELL & Co.,  
10 Spruce St., New York.

**LOUISIANA.**—For \$5.94 we will insert a one-inch advertisement, one month, in a list of Louisiana newspapers, consisting of 1 Daily and 2 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MAINE.**—For \$21.45 we will insert a one-inch advertisement, one month, in an excellent list of Maine newspapers, consisting of 4 Dailies and 17 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MARYLAND.**—For \$11.98 we will insert a one-inch advertisement, one month, in a good list of Maryland newspapers, consisting of 3 Dailies and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MASSACHUSETTS.**—For \$39.85 we will insert a one-inch advertisement, one month, in an excellent list of Massachusetts newspapers, consisting of 3 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MICHIGAN.**—For \$51.93 we will insert a one-inch advertisement, one month, in a very good list of Michigan newspapers, consisting of 10 Dailies and 23 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MINNESOTA.**—For \$18.18 we will insert a one-inch advertisement, one month, in a list of Minnesota newspapers, consisting of 3 Dailies and 11 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MISSISSIPPI.**—For \$8.50 we will insert a one-inch advertisement, one month, in a small list of Mississippi newspapers, consisting of 1 Daily and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MISSOURI.**—For \$29.90 we will insert a one-inch advertisement, one month, in a list of Missouri newspapers, consisting of 3 Dailies and 19 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**MONTANA, NORTH DAKOTA, and SOUTH DAKOTA.**—For \$28.75 we will insert a one-inch advertisement, one month, in a small list of Montana, North and South Dakota newspapers, consisting of 6 Dailies and 6 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NEBRASKA.**—For \$13.25 we will insert a one-inch advertisement, one month, in a list of Nebraska newspapers, consisting of 4 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NEW HAMPSHIRE.**—For \$26.14 we will insert a one-inch advertisement, one month, in an excellent list of New Hampshire newspapers, consisting of 5 Dailies and 16 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NEW JERSEY.**—For \$31.45 we will insert a one-inch advertisement, one month, in a very good list of New Jersey newspapers, consisting of 6 Dailies and 19 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NEW YORK.**—For \$117.14 we will insert a one-inch advertisement, one month, in an excellent list of New York newspapers, consisting of 38 Dailies and 75 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NORTH CAROLINA.**—For \$19.61 we will insert a one-inch advertisement, one month, in a good list of North Carolina newspapers, consisting of 3 Dailies and 9 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**OHIO.**—For \$90.53 we will insert a one-inch advertisement, one month, in an excellent list of Ohio newspapers, consisting of 16 Dailies and 48 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**PENNSYLVANIA.**—For \$131.89 we will insert a one-inch advertisement, one month, in an excellent list of Pennsylvania newspapers, consisting of 31 Dailies and 57 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**RHODE ISLAND.**—For \$10.28 we will insert a one-inch advertisement, one month, in a list of Rhode Island newspapers, consisting of 1 Daily and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**SOUTH CAROLINA.**—For \$5.75 we will insert a one-inch advertisement, one month, in a small list of South Carolina newspapers, consisting of 1 Daily and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**TENNESSEE.**—For \$21.13 we will insert a one-inch advertisement, one month, in a list of Tennessee newspapers, consisting of 2 Dailies and 9 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**TEXAS.**—For \$11.13 we will insert a one-inch advertisement, one month, in a list of Texas newspapers, consisting of 1 Daily and 7 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**VERMONT.**—For \$10.93 we will insert a one-inch advertisement, one month, in a list of Vermont newspapers, consisting of 1 Daily and 9 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**VIRGINIA.**—For \$17.74 we will insert a one-inch advertisement, one month, in a good list of Virginia newspapers, consisting of 3 Dailies and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**WEST VIRGINIA.**—For \$17.44 we will insert a one-inch advertisement, one month, in a list of West Virginia newspapers, consisting of 4 Dailies and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**WISCONSIN.**—For \$39.13 we will insert a one-inch advertisement, one month, in an excellent list of Wisconsin newspapers, consisting of 9 Dailies and 21 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NEW BRUNSWICK.**—For \$9.70 we will insert a one-inch advertisement, one month, in a list of New Brunswick newspapers, consisting of 2 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**NOVA SCOTIA.**—For \$7.50 we will insert a one-inch advertisement, one month, in a list of Nova Scotia newspapers, consisting of 1 Daily and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**ONTARIO.**—For \$29.54 we will insert a one-inch advertisement, one month, in an excellent list of Ontario newspapers, consisting of 13 Dailies and 35 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**QUEBEC.**—For \$5.11 we will insert a one-inch advertisement, one month, in a small list of Quebec newspapers, consisting of 1 Tri-Weekly and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

# Will Be Advanced

One  
Price  
Advertising  
Without Duplication  
Of Circulation  
HOME 15 BEST  
JOURNALS WEEKLIES  
Every Week  
Over 250,000 Copies  
Religious Press  
Association  
Phila

On April 1st next the advertising rate of *The Sunday School Times* will be advanced from \$1.00 per line to \$1.25 per line, subject to our regular discounts.

Advertisers are offered the opportunity to place their orders for one year or less, *if received by us before April 1st*, at the \$1.00 rate on the basis of either Time or Amount discounts.

Contracts expiring during 1890, will be continued until April 1st, 1891, at present contract price, if the order to continue *is received by us before April 1st next*.

This advance of 25 per cent. in rate is caused by an increase of about 50 per cent. of circulation. The \$1.00 rate was made for 100,000 circulation. **The Sunday School Times** has now over **146,000** paid yearly subscribers and it is confidently believed that the average for 1890 will be larger.

About advertising in  
THE SUNDAY SCHOOL TIMES,  
ALWAYS ADDRESS  
The Religious Press Association,  
Chestnut and Tenth Streets,  
(Mutual Life Building.) PHILADELPHIA, PA.

The Sunday School Times.  
PHILADELPHIA.  
The Presbyterian.  
The Lutheran Observer.  
The National Baptist.  
The Christian Standard.  
The Presbyterian Journal.  
The Ref'd Church Messenger.  
The Episcopal Recorder.  
The Christian Instructor.  
The Christian Statesman.  
The Christian Recorder.  
The Lutheran.  
BALTIMORE.  
The Baltimore Baptist.  
The Episcopal Methodist.  
The Presbyterian Observer.



# W.D.WILSON PRINTING INK CO. (LIMITED) NEW YORK.

OFFICE: 140 WILLIAM ST.

*Makes the best quality of Ink which is produced by any manufacturer in the world.*

*Employs few traveling salesmen.*

*Seeks the cash-paying trade.*



## Send for Price List!

*Makes best quality of JOB INKS.  
Makes COLORED INKS of every grade.*

PRINTERS' INK  
is printed  
with  
the  
Wilson Ink.

### NEWS INK.

25 pound kegs	@	10 cents a pound.
50	9	11
100	8	11
250	7	11
500	6	11

Terms, 4 months' credit from date of order.

Five per cent. discount for payment within 30 days from date of order.

Ten per cent. discount for cash with the order.

W. D. WILSON PRINTING INK CO., L't'd.

140 WILLIAM STREET, NEW YORK.

ORDER A SAMPLE PACKAGE.

DON'T FORGET TO SEND THE CASH.

**WE HAVE JUST ISSUED**  
A NEW EDITION OF OUR BOOK CALLED  
**Newspaper \* Advertising.**

It has 332 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

**DAILY NEWSPAPERS IN NEW YORK CITY**, with their Advertising Rates.

**DAILY NEWSPAPERS IN CITIES** having more than 150,000 population, omitting all but the best.

**DAILY NEWSPAPERS IN CITIES** having more than 20,000 population, omitting all but the best.

**THE BEST LIST OF LOCAL NEWSPAPERS**, covering every town of over 5,000 population and every important county seat.

**ONE NEWSPAPER IN A STATE**. The best one for an advertiser to use if he will use but one.

**STATE COMBINATIONS OF DAILY and Weekly Newspapers**, in which advertisements are inserted at half price.

**A SMALL LIST OF NEWSPAPERS** in which to advertise every section of the country; being a choice selection made up with great care, guided by long experience.

**LARGEST CIRCULATIONS**. A complete list of all American papers issuing regularly more than 25,000 copies.

**NINE BARGAINS IN ADVERTISING:** (For Experimentors.)

**BARGAINS IN ADVERTISING** in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

**CLASS JOURNALS**, an extensive catalogue of the very best.

**6,652 VILLAGE**

**NEWSPAPERS**, in which advertisements are inserted for \$46.85 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents**.  
Address **GEO. P. ROWELL & Co., New York.**

**We make Estimates**

for those who express a desire and intention to place the advertising through us, and of whose good faith we have assurance, but there is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do.

Some publications are used economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into details, his correspondence becomes voluminous and the advertiser confused.

The advertiser who sends his advertisement with an order to procure the best service possible for ten thousand, one thousand or one hundred dollars will get more for his money than he would had he required to be told in advance exactly what service could be promised.

**GEO. P. ROWELL & CO.,**  
Newspaper Advertising Bureau,  
10 Spruce St., N. Y.

The American Newspaper Directory for 1890 will be published and ready for delivery on Monday, March 31. The subscription price is five dollars; which includes, in addition to the book, a paid subscription for one year for **PRINTERS' INK**, which is published weekly, and contains, in almost every issue, information needed to bring the Directory reports down to date.

**OFFICE OF JAMES PYLE & SONS, }**  
**NEW YORK, Feb. 15, 1890. }**

*Messrs. Geo. P. Rowell & Co.,*  
10 Spruce St., City:

GENTLEMEN—

Kindly send us a copy of your  
**American Newspaper Directory**

for 1890

with bill

as soon as published.

*We find it about as valuable as a deaf man does an ear-trumpet.*

Yours very truly,

**JAS. PYLE & SONS.**

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**GEO. P. ROWELL & Co.** have a more thoroughly perfected system and better facilities for conducting the necessary negotiations with newspapers and watching the fulfillment of advertising contracts than has ever been attempted by any other house in this line in this or any other country. At their advertising bureau, which was established in 1865, have originated most of the methods of conducting such a business, which have proved to be permanently successful.—*Memphis (Tenn.) Avalanche*, Jan. 28, 1890.

The man who buys advertising can buy that which is cheap and worthless, or that which is worth something and therefore costs something. There are still a few advertisers who prefer to advertise wherever they can do so for the least money without regard to returns from the expenditure. But intelligent business men prefer to make their advertising investments where they give promise of bringing in the best returns. If there are any people in these United States who are good judges of advertising, of what it is worth and where it is worth most, they can be found in the office of **Geo. P. Rowell & Co.** We know whereof we speak, for our relations with them have been long continued and mutually satisfactory.—*Norwich (Conn.) Bulletin*, Jan. 28, 1890.

## Miscellanies.

**Quericus**—Why do you read the *Evening Ghost*?  
**Old Soak**—It makes me so thirsty.—*Town Topics*.

"What is your circulation now?"

"Oh, we've stopped counting the copies; but we sold 120 tons of the paper last week."  
 —*Puck*.

All advertisers want to be at the head of the column, but the drum-major is the chap who generally gets there.—*Boston Commercial Bulletin*.

The scissors editor of a newspaper is apt to make a great many cutting remarks.—*New York Commercial Advertiser*.

**New Reporter** (wringing the rain out of his whiskers)—This is a tough night out, I tell you.

**City Editor**—What's the matter with your report of Mrs. Pocketbook's reception?

**New Reporter**—Why, what is the matter with it?

**City Editor**—You don't begin "Despite the inclemency of the weather."—*Philadelphia Inquirer*.

**Brags**—I am going down to kill an editor. I sent a communication in signed "Honestas," and the blamed fool added an extra "s" to it.—*Terre Haute Express*.

**New Reporter** (anxiously)—Say, lend me a few sheets out of your note book. I've forgot mine, and I've got to interview the city officials to see what they know about gambling in Chicago.

**Old Reporter**—Haven't you a visiting card?

"Yes."

"Well, use the back of it."—*Press and Printer*.

A proof of everything—"I suppose you are ready to substantiate any statement your paper makes?" said an angry-looking caller to the editor. "Oh, yes; we have the compositors prove everything that is set up."—*Urich (Mo.) Chronicle*.

An ambitious young fellow volunteered to report on a daily paper. He was to receive no compensation at the outset. "Yes, I'm beginning to get a little pay," he said to a friend after several weeks of the experiment: "they've given me a grammar and a dictionary."—*Judge*.

"Here's this article of yours, editor, on the winter climate of Oregon; shall we print it to-morrow?"

"No," said he, brushing the snow off his overcoat. "I wish to cull a few bouquets out of that article before I send it out in this weather."—*West Shore*.

The editor of an Idaho paper, as well as his typographical force and the devil, is in hiding. In publishing the statement that a local statesman "had been in the territory thirty years" the word "penitentiary" accidentally crept into the slot that belonged to the word "territory."—*Helena Journal*.

On Wednesday the *Sun* printed a want "ad" for snow. Yesterday it came, big gobs of it. Another illustration that the *Sun* is widely read and the best advertising medium in the city.—*Williamsport Sun*.

In remitting for a subscription do not say, "Please find enclosed," etc. Leave off the "please." It is unnecessary to plead with an editor in that way. If there is any money in the letter he will find it, and don't you think he won't. If he doesn't, he is a bogus member of the profession and you are well rid of the paper.—*Oil City Blizzard*.

The record of a death published in one of the religious papers says of the departed brother: "For two years preceding his death he was a constant reader of this paper. He was a great sufferer, but grace sustained him." The *Congregationalist* exclaims, "How sad that he did not take to reading some other paper in time."—*Judge*.

**Neighbor's Boy**—Mrs. Moxie, mother'd like to borrow this week's *Wiggler*.

Mrs. Moxie—You are just five minutes too late, Jemima. Tell your ma that Manda has taken it to church in her bustle; but she can have last week's bustle to read if she'll iron it out. There's an admirable article in it on makeshifts.—*Drake's Magazine*.

**New York Reporter** (to St. Peter)—

Excuse me, is this heaven?

St. Peter (sternly)—Young man, we allow no trifling.

"Indeed, I am in earnest."

"Yes! Why do you ask?"

"I thought I saw our circulation editor inside, and was afraid I had reached the wrong place."—*Munsey's Weekly*.

"I see by the dailies," said a tall, severe looking gentleman over at the Windsor, "that Missouri farmers are plowing for corn, oats and potatoes. They may root up a few frost-bitten potatoes, but corn and oats do not grow underground."

"Ah, indeed," observed a listener. "By the way, may I ask what is your profession?"

"I am the editor of an agricultural weekly."—*St. Paul Pioneer Press*.

The humorous side of journalism.

**Angry Visitor**—In your paper this morning, sir, you referred to me as a "person of some notoriety about town." I demand retraction.

**Editor**—All right. To-morrow morning I will say you are a person of no notoriety whatever.

**Visitor**—If you do I will sue you for libel!  
 —*Chicago Tribune*.

Scene in a country office down east. Publisher (to Business Manager)—Look here, I want to know why you are continually puffing that *Rudessville Raver*? I've looked over the paper carefully several times and I see nothing but blatant egotism to commend it.

Business Manager (who knew the value of advertising)—Hush, that's just it exactly. Don't you see that the *Raver* puts all our notices at the head of the paper on each side of his title, and puts the credit in bold face type? How in the world could we ever get before the public any other way?—*Madison Leader*.